

ABSTRACT

Gamification is currently growing in the implementation. The world of education became one of the users of gamification in increasing the interest of learners in interacting with the e-learning system. In the implementation of gamification is not always successful, it is suspected due to poor gamification design that has been applied. The focus of gamification so far is on three game mechanics namely point, badge and leaderboard. Yu-kai Chou formed the Gamification Octalysis *Framework* as a reference in doing good gamification design on a system.

This research uses quantitative analysis method using SEM-PLS with Smartpls software which measure the use of gamification in e-learning system based on Gamification Octalysis Framework. Some variables that represent gamification are Epic Meangin, Empowerment, Development & Accomplishment, Ownership and Social Influence. The research was conducted at the Department of Electrical Engineering and Information Technology of Gadjah Mada University 68 students as users of e-learning system.

Based on the evaluation of the Papyrus e-learning system, it is concluded that gamification design which gives positive impact on user interest in using Papyrus is Ownership with correlation value 3,704. Meanwhile, other variables such as Epic Meaning, Development and Accomplishment, Empowerment and Social Influence proved not able to give a positive influence on the use of Papyrus e-learning system with a correlation value below 1,994

Keywords: gamification, octalysis *Framework*, e-learning, papyrus

INTISARI

Gamification saat ini semakin berkembang dalam pengimplementasiannya. Dunia pendidikan menjadi salah satu pengguna *gamification* dalam meningkatkan minat peserta didik dalam berinteraksi dengan sistem *e-learning*. Dalam implementasinya *gamification* tidak selalu berhasil, hal ini diduga karena buruknya desain *gamification* yang selama ini diterapkan. Fokus *gamification* selama ini adalah pada tiga *game mechanic* yakni *point*, *badge* dan *leaderboard*. Yu-kai Chou membentuk *Gamification Octalysis Framework* sebagai acuan dalam melakukan desain *gamification* yang baik pada sebuah sistem.

Penelitian ini menggunakan metode analisis kuantitatif menggunakan SEM-PLS dengan software Smartpls yang mengukur penggunaan *gamification* pada sistem *e-learning* berdasarkan *Gamification Octalysis Framework*. Beberapa variabel yang mewakili *gamification* yaitu *Epic Meaning*, *Empowerment*, *Development & Accomplishment*, *Ownership* dan *Social Influence*. Penelitian dilakukan di Departemen Teknik Elektro dan Teknologi Informasi Universitas Gadjah Mada 68 mahasiswa sebagai pengguna sistem *e-learning*.

Berdasarkan hasil evaluasi pada sistem *e-learning* Papyrus, disimpulkan bahwa desain *gamification* yang memberikan dampak positif pada minat pengguna dalam menggunakan Papyrus adalah *Ownership* dengan nilai korelasi sebesar 3,704. Sementara itu variabel lainnya seperti *Epic Meaning*, *Development and Accomplishment*, *Empowerment* dan *Social Influence* terbukti belum mampu memberikan pengaruh positif pada penggunaan sistem *e-learning* Papyrus dengan nilai korelasi di bawah 1,994.

Kata kunci: *gamification*, *octalysis Framework*, *e-learning*, papyrus