ABSTRACT

Telkom University Open Library has implemented crowdsourcing in the form of reviewing books and submitting books for the library's collection. However, the results of the evaluation using the Technology Acceptance Model (TAM) method, stated that Open Library members showed an attitude of not feeling happy, comfortable and enjoying when participating in crowdsourcing in the Open Library so that it affected the interest to participate in crowdsourcing. Lack of interest in Open Library members to participate in crowdsourcing can cause library services to its members to be less than optimal. Therefore, we need a method that can increase the interest of Open Library members to participate in crowdsourcing in the Open Library. Namely, gamification because it can help members to perform tasks better, provide feedback and motivation to users. In addition, gamification can increase user engagement because of increased activity, social interaction and user productivity. From the results of the application of gamification in the Open Library, it was found that Gamification applied to the Open Library affected the interests of Open Library members as much as 24.4% to participate in crowdsourcing in the Open Library by increasing feelings of pleasure, comfort, and enjoyment. However, not for Open Library members who have explorer type players, which are still in bad criteria.

Keywords: *Crowdsourcing, Digital Library, Gamification, Technology Acceptance Model, Open Library*