

Abstract

Creative communities in Indonesia, especially those that have many members, such as having more than 100 people, experience difficulties in selecting their members based on the level of active participation in the community both to become permanent members and administrators. Lack of extrinsic rewards makes community growth stagnant or does not work. To overcome this problem, the authors decided to create a creative community web platform in which there are gamification elements, namely: Points & Rewards, Levels, and Quest so that the community can determine rewards and monitor the engagement or participation of its members more easily. Testing is done by means of user acceptance testing to test the Web Platform being created. Meanwhile, the effects of Gamification elements on the Community were tested with user feedback which was analyzed qualitatively and quantitatively. The final result obtained is that the Kokraf website as a web innovation gamification for creative community development management has met the objectives that have been presented in the first chapter, namely quantifying the assessment or values (such as responsibility, initiative, competence, and discipline) that are owned by a community member who from before only based solely on opinion. The Kokraf is also considered suitable for use by users with a final score of 95.86%, but it does not rule out improvements and additions to the website that has been developed in accordance with the suggestions and criticisms of the results of the User Acceptance Test that has been carried out and discussed in the fourth chapter.

Keyword: gamification, creative community, web, quantification