

ABSTRACT

In this digital era, technological developments continue to develop along with the times and the emergence of chatbot applications in the world of education is relatively new, if this is implemented chatbots can be useful to help teachers and students to help the teaching and learning process and perform other routine tasks. A new technology can be said to be successful if the technology is accepted by users and can be used optimally. Therefore, this study was conducted to measure the success rate of chatbot implementation in education at the elementary school (SD) level and what factors will affect the chatbot acceptance rate. The author will use the Technology adoption model (TAM) and modified Unified Theory of Acceptance and Use of Technology (UTAUT) methods to measure the level of acceptance of the chatbot usage. The results of this study are teachers and students at SDN 4 Surade can accept this chatbot technology in helping the teaching and learning process.

Keywords: Technology adoption model (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT), Chatbot, Technology Adoption.