

ABSTRACT

In today's digital era, acquiring skills and knowledge is essential to support future careers. Online courses provide a means to develop new skills and deepen expertise in desired areas, thereby facilitating entry into desired professions. However, at times, while pursuing online courses, there exists a phase where the motivation to complete the courses wanes, leading to delays or even incomplete learning. This is supported by a pre-implementation survey distributed to 30 respondents who are users of the Buildwithangga online course platform, which revealed that 60% of the respondents had a moderate level of motivation. One proposed solution to enhance learning motivation among online course participants is the integration of a chatbot. Chatbots in the context of education offer interactive learning experiences, aiding effective understanding of course materials, assisting with time management, and ultimately boosting learning motivation to ensure timely course completion. In the design of the user experience, a design thinking approach was adopted. Design thinking provides innovative and creative solutions to predefined user issues. The Instructional Materials Motivation Survey (IMMS) method was utilized as an evaluation tool to assess the improvement in learning motivation following the implementation of the chatbot approach. Post-implementation testing results indicated an increase in user motivation, with 70% of users exhibiting a high level of motivation. Additionally, the findings revealed an average increase in motivation scores from 3.87 prior to the chatbot implementation to 4.12 after its implementation.

Keywords: online course, motivation, Chatbot, user experience, design thinking, Instructional Materials Motivation Survey (IMMS).