

## ABSTRACT

MOOC (Massive Open Online Course) is an online learning method that relies on digital content as a learning medium. The number of users or students at MOOC can reach hundreds, thousands, hundreds of thousands. This much amount will require optimal management of content. The number of students who will make a lot of statistical data to be less comprehensive. Visulisasi data is a way to make the data to be more comprehensive. Student learning outcomes assessment is usually done by seroang lecturers or faculty. This value becomes the size of a student's success in following a course of learning both in the classroom and outside the classroom. In general form of value is the statistical data presented in tabular form. Value at Telkom University course indicated by the standard value of A, AB, B, BC, C, D, E, and T. This value is often in the form of statistical data. It is necessary to turn it into a visual form of infographics in this case by choosing a course experiments Entrepreneurship in Business Administration, Faculty of Business Communication, Telkom University.

This type of research used in this research is descriptive case study. The sampling technique used in this study is nonprobability sampling snowball sampling. The technique of collecting data from this study is that through interviews, literature review, and analysis of the document content.

Results of this study was to determine what content or infographics items displayed as an alternative form of student grades. It also discusses how to choose the graphics fisual based on the type of data used to assess students. Furthermore, this study also resulted in a framework or frameworks to create infographics as an alternative form of student grades.

**Key Words:** Content Management, Assessment, Data Visualization, Infographics, Entrepreneurship, E-learning, MOOC.