

## ABSTRACT

Employee performance can be a benchmark for assessing whether employees achieve targets in achieving organizational goals. Theoretically, there are many factors that affect employee performance. One of the factors that can affect employee performance is job satisfaction. Job satisfaction determines the level of high and low performance results. In addition to job satisfaction, employee engagement can also affect employee performance because employees who feel more involved in work and organization will show good performance results. The Directorate of Digital Business (DDB) has the main task of producing product innovation which is then submitted to the Customer Facing Unit (CFU) and then offered to Telkom customers. With the task of producing product innovation, employees are required to find a renewable idea to achieve the company's targets. Therefore, a method is needed that can help employees of the Digital Business Directorate increase their sense of satisfaction at work, one method that can help is the Gamification method. The results of the evaluation of the type of player, the achiever type is the most type of player (53.3%), followed by the explorer type 23.3%, the socializer type player 16.7%, and the killer type 6.7%. Therefore, the implementation of gamification elements for selected DDB employees are leaderboard, points, badges, and chat which affect each type of player. Evaluation of the results of implementing the gamification system with the Minnesota Satisfaction Questionnaire (MSQ) on DDB employees resulted in an increase in the average job satisfaction of employees by 3.62%.

**Keywords:** *Customer Facing Unit, Gamification, Directorate of Digital Business.*