Abstract

The development of the website as a learning medium widely used by the general public. There are online courses or Online courses exist as learning media that can be accessed from anywhere and anytime. Problems that exist when learning with online courses based on the Buildwithangga user experience platform, namely motivation users in learning are at a moderate level and proven by pre-implementation testing of solutions that have been carried out on 30 people Design course users on the Buildwithangga website found that 63.33% motivation was at a moderate level and a solution was needed encourage increased motivation. Solutions offered to improve motivation to learn is gamification. Gamification is to add game elements into non-game contexts with engage users and motivate users. Method used in designing gamification designs are design thinking. Testing to determine increased motivation learning before and after using gamification using Instructional Materials Motivation Survey (IMMS). The use of design thinking methods on this research in applying gamification to increase learning motivation according to user requirements. Test results after deployment gamification shows increased user motivation, users with levels high motivation in learning that is equal to 80%. From the results of motivation testing it was found that there was an increase in the average motivation level of 3.82 in pre-gamification and the average score is 4.22 after the application of gamification.

Kata Kunci : *online course*, *user experience*, **motivation, gamification,** *design thinking*,*Instructional Materials Motivation Survey* (IMMS).