BAB I

1. Introduction

As one of the critical indicators influencing a school's success, alums are undoubtedly crucial for the school's consideration. One approach to quantify the quality level of a school's educational success is through a tracer study. A tracer study is a research methodology that tracks and collects alum data. The resulting data is then used to evaluate educational programs and enhance the school curriculum to align with the demands of universities and industries [1].

SMAN 1 Kediri Tabanan is among the high schools that utilize tracer studies to enhance educational quality. The collected data will also be integrated into the DAPODIK (Data Pokok Pendidikan) application. Apart from improving educational quality, the tracer study at SMAN 1 Kediri serves as an input for enhancing teacher performance. SMAN 1 Kediri Tabanan currently employs Google Forms to gather data from its graduates. However, the participation rate among graduates is low. This poses a challenge for the school in evaluating its educational programs or refining its curriculum to better align with the demands of the professional world. Additionally, the school needs more information regarding the success of its graduates.

Based on interviews with users, namely alums, using Google Forms for tracer studies discourages most of them from completing the data collection process. Additionally, due to insufficient information dissemination, some students need more clarity regarding the purpose of tracer study data. Furthermore, the System Usability Scale (SUS) [2] conducted on 52 users of the SMAN 1 Kediri Tabanan tracer study system to assess the user interface's effectiveness revealed a score of 40.81, falling under the F category and indicating an overall rating of "OK" with acceptable ranges in the "low" zone. To measure and compare the motivation levels of users across both applications, the Situational Motivation Scale (SIMS) [3], [4] will be employed. The SIMS for SMAN 1 Kediri Tabanan's tracer study results are categorized into four distinct areas: intrinsic motivation (2.14), identified regulation (2.61), external regulation (3.35), and amotivation (6.01).

The development of a web-based tracer study portal incorporating a gamification approach is proposed to address the aforementioned issues. Gamification is a design strategy that utilizes game mechanics and elements. By employing this concept, which offers a variety of implementable game elements, we aim to attract and motivate users within the application [5], [6], [7], [8]. To assess the effectiveness of the user interface in the redesigned tracer study application, the system usability scale (SUS) will again be administered to users. Subsequently, the Situational Motivation Scale (SIMS) will be reapplied to measure the motivation levels achieved through the tracer study application's redesign. There is no previous research about gamified tracer study, therefore the implementation of gamification method is anticipated to enhance the motivation of SMAN 1 Kediri tracer study application users, particularly alums.