APPLYING PERSONALIZED LEARNING IN GAMIFIED E-LEARNING TO ENHANCE MOTIVATION AND EFFECTIVENESS IN SECONDARY LANGUAGE VOCABULARY LEARNING

ABSTRACT

The goal of the thesis was a research study on the effectiveness of combining Personalized Learning and Gamification on second language e-Learning to increase academic achievement and motivation. A way to increase students' motivation is to apply personalized learning within the gamified e-Learning model by using individual personality traits and learning styles as variables in learning. The proposed hybrid learning model is a language learning web application named "VocaManager," created using HTML, PHP, MySQL, CSS, and JavaScript. The hybrid model consists of three different phases: pre-play in which students' personalities are examined using the Big Five Personality Traits, gameplay where students learn the course material, and post-play where learners are tested on their studies and motivation. The hybrid model tested the Korean vocabulary skills of non-native speakers who were learning Korean at a local culture center in Indonesia. The effectiveness of the hybrid model was measured through the average scores of the proficiency tests and the ARCS motivation questionnaire. Using SPSS software, the results showed that both learning motivation and achievements were significantly improved by applying personalization in gamified learning. In addition, the research revealed a significant positive correlation between students' motivation and students' academic achievements.

*Keywords: **Gamification, e-Learning, Personalized Learning, ARCS Motivation, Big Five Personality***

MENGAPLIKASIKAN PERSONALIZED LEARNING DALAM GAMIFIED E-LEARNING UNTUK MENINGKATKAN MOTIVASI DAN EFEKTIVITAS DALAM PELAJARAN KOSAKATA BAHASA ASING

ABSTRAK

Tujuan tesis ini adalah research tentang efektivitas untuk menggabungkan Personalized Learning and Gamification dalam pelajaran Bahasa Kedua melalui e-Learning untuk meningkatkan prestasi akademik dan motivasi. Satu cara untuk meningkatkan motivasi murid adalah untuk mengaplikasikan model gamified e-Learning dimana kepribadian dan cara belajar murid menjadi variable dalam pelajaran. Hybrid model yang disarankan adalah aplikasi web pelajaran bahasa bernama "VocaManager," terbuat menggunakan HTML, PHP, MySQL, CSS, dan JavaScript. Hybrid model ini mempunyai tiga tahap berbeda yaitu: pre-play dimana kepribadian murid diperiksa menggunakan Big Five Personality Traits, gameplay dimana murid belajar materi pelajaran tergantung kepribadian, dan post-play dimana murid diuji dalam pelajaran dan motivasi mereka. Hybrid model ini menguji kemampuan kosakata Bahasa Korea untuk murid Indonesia yang sedang belajar di Korean Culture Center di Indonesia. Efektivitas dari Hybrid Model tersebut diukur melalui rata-rata nilai ujian dan ARCS Motivation Questionnaire. Menggunakan software SPSS, hasil membuktikan bawah nilai motivasi dan prestasi dalam pelajaran meningkat dengan signifikan saat mengaplikasikan personalization dalam gamified learning. Research juga menyatakan bahwa terdapat korelasi yang positif antara motivasi murid and prestasi murid.

Kata Kunci: Gamification, e-Learning, Personalized Learning, ARCS Motivation, Big Five Personality