

ABSTRACT

DESIGN AND USABILITY TESTING ON CYBERBULLYING LEARNING WEBSITE APPLICATION USING GAMIFICATION METHOD

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Cyberbullying is a bullying act carried out on social media or a deliberate action by the perpetrator to cause harm to the victim. The potential for cyberbullying is very high among teenagers. This is due to the high frequency of using social media, increasing cases of cyberbullying and the lack of education about cyberbullying. Education about cyberbullying needs to be done to reduce cyberbullying cases in teenagers. Cyberbullying education has been carried out using digital literacy, and educational activities using digital literacy only focus on introducing and preventing cyberbullying in the form of seminars or lectures. However, using this method has many shortcomings, for example someone easily forgets the material presented and gives less space to develop creativity. Interactive education needs to be done to learn about cyberbullying. The gamification method is very suitable to be applied in learning because the gamification method applies game elements such as points, leaderboards, badges, challenges, and achievements. In addition to using the gamification methods, visual media such as images and animation video is also suitable for learning. Based on previous research, learning outcomes using the gamification method and videos can increase learning motivation. Using gamification methods and video-based learning increased access to graphics on the learning platform. The purpose of this research is to design an interactive cyberbullying learning media by utilizing gamification and visual media, the delivery of which is in the form of a website. Because it is proven that the use of gamification on the website makes learning more interactive and efficient. This research involved 30 respondents aged between 12 to 21 years, to evaluate the usability of the prototype using System Usability Scale (SUS) method. The usability value of the prototype that has been made in this research is 79.1, so the prototype of the cyberbullying learning media website application is in the acceptable category with an adjective rating of excellent and is in grade A-.

Keywords: Cyberbullying, Gamification, Visual Media, Education, System Usability Scale (SUS).