

Implementation Of Gamification 'Let's Explore Scholarship' As An Innovative Medium In Classical Guidance Services: Access To Scholarship Information At SMAN 5 Serang City

**Alfina Cristanti¹, Bunga Novelya Kusuma², Annisa Fujiyanti³, Ahdanisa Fadhlih⁴,
Arga Satrio Prabowo⁵**

Sultan Ageng Titrayasa University

E-mail: alfinacristanti11@gmail.com

ABSTRACT

This research aims to analyze the effectiveness of the implementation of the gamification "Let's Explore Scholarship" as an innovative media in classical guidance services at SMAN 5 Kota Serang. This research is motivated by students' limitations in accessing scholarship information which is very important to support the continuation of education to a higher level. The gamification media is designed in the form of a "Scholarship Map" which contains interactive quizzes and challenges regarding the types of scholarships, registration procedures, and general requirements that apply. The research method used is descriptive qualitative with data collection techniques through observation, evaluation questionnaires, and student reflection. The research subjects were 30 students of grade X-5 who were selected purposively. The results of the study show that the implementation of the gamification "Let's Explore Scholarship" is able to increase students' enthusiasm, motivation, and critical thinking skills in exploring scholarship information. In addition, students also gain a better understanding of scholarship pathways and strategies for continuing their education to higher education. The implementation of this gamification creates a more enjoyable, interactive, and participatory learning atmosphere in classical guidance services. Thus, the gamification of "Let's Explore Scholarship" can be an effective alternative strategy to equip students with knowledge, motivation, and readiness to achieve a brighter future through access to scholarship information.

Keywords: *Education; Gamification; Scholarship; Students*

I. INTRODUCTION

Education is the process of students understanding something that becomes the foundation for a person's activities. Education is not only about learning material in school, but also about how education becomes a pathway to character formation. Thus, education strives to encourage character development so that individuals conform to social norms. Furthermore, education can also develop personal potential, broaden horizons, and build character and morals. Education provides a strong foundation for facing increasingly fierce challenges and competition. The importance of education is striving to improve the quality of the next generation..

Classical guidance is a guidance service provided to students as a learning strategy within the formal education pathway. Classical guidance is a preventive service designed to prevent specific problems (Ariska Dwi Putri et al., 2024). Classical guidance employs a distinct technique, namely Problem-Based Learning. This technique encourages students to think more actively and critically. Therefore, the researcher chose this classical guidance technique as the appropriate technique to bridge students' access to information at SMAN 5 Kota Serang.

Based on the existing problems, researchers observed that students were unable to access information related to educational scholarships. Students of SMAN 5 Kota Serang did not yet know how to obtain scholarship information that could help them continue their education to a higher level. The classical guidance service, entitled "Access Scholarship Information for a Bright Future," aims to provide students with accurate and relevant information on how to access scholarships, learn about scholarship types, how to apply, and the general requirements for scholarships. The classical guidance implemented aims to launch service activities that can develop potential or achieve student development tasks and achieve educational goals.

Gamification is a learning approach that utilizes game elements with the aim of motivating students in the learning process to attract interest in learning. Gamification is a medium that uses game elements to provide practical solutions by building interest. Gamification as a concept that uses game principles, aesthetics, and thinking games to motivate learning. This gamification makes learning activities more fun (Heni Jusuf, 2016). Gamification in the learning process is very effective in making the learning process more effective and interesting to students.

The gamification "Lets Explore Scholarship" was the main topic chosen by researchers in a learning game in a class at SMAN 5 Kota Serang. The gamification created by the researchers involved students choosing items or food items that contained quizzes or challenges related to scholarship information. The researchers created an image shaped like a map of Indonesia, termed a scholarship map. Then, at each point on the map, there was an item or food item that became a question mark from the researchers. The questions were related to scholarships. Students could answer the questions based on each mark. The gamification "Lets Explore Scholarship" encouraged students to think critically about the challenges on the map that must be encountered to find the flow of information about college scholarships.

This study has relevant research, namely research written by Nelly Rosalie, et al., entitled the application of "Gamification in Smart Fingers Tenses Learning Media to Motivate the Independent Learning Process of Junior High School Students" in 2023. The results of this study state that the application of gamification is a practical solution to increase student learning motivation because it uses game elements. These two studies have similarities in that they both use the application of gamification in classroom learning. While the difference is, the research written by Nelly applies it to junior high school level learning. The research being written specifically applies it to student learning to choose a scholarship path whose information is obtained from the application of Lets Explore Scholarship gamification.

The second relevant study was written by Sigit Hariyadi et al. in 2022, entitled "Game-Based Learning in Basic Guidance and Counseling Services Applications in Schools." The results of this study indicate that game-based learning is a solution for using games as a strategic approach to guidance and counseling services in schools. Both studies discuss the importance of game-based learning in improving student knowledge through basic guidance and counseling services. However, the difference is that Sigit's study focuses more on basic guidance services in schools. This study

focuses on classical guidance services for students to obtain information about college scholarships.

Based on the explanation of the problem above, the purpose of this study is to determine the effectiveness of the "Let's Explore Scholarship" gamification application as an innovative medium for classical tutoring services at SMAN 5 Kota Serang. However, the most important thing is to equip students with an understanding of scholarship types, how to apply, and the general requirements for obtaining a scholarship.

Through this application, students can indirectly visualize the flow of scholarship information related to their respective pathways and universities. Furthermore, this study aims to improve students' ability to access, sort, and utilize scholarship information effectively, enabling them to make informed decisions in planning their future education. With the gamification of "Let's Explore Scholarship," students are encouraged to think critically, actively, and engage directly in the learning process through challenges and quizzes presented in an engaging way in the form of a scholarship map. This is expected to foster learning motivation, increase student participation, and create a more enjoyable learning atmosphere. Furthermore, this study also seeks to support the achievement of holistic educational goals, which focus not only on cognitive aspects but also on character development, independence, and student readiness to face global competition. Thus, the application of gamification in this classical guidance service is expected to be an effective alternative strategy to help students map their educational pathways, understand available opportunities, and foster optimism in achieving a brighter future through access to educational scholarships.

II. RESEARCH METHODS

This study uses a qualitative descriptive approach, a research approach that aims to describe phenomena or events in depth based on data obtained in the field. This approach was chosen because it aligns with the research objective of understanding the effectiveness of implementing the "Let's Explore Scholarship" gamification program in classical guidance services.

The research subjects were 30 students of class X-5 of SMAN 5 Kota Serang who participated in classical guidance services using gamification media. The selection of subjects was done purposively, namely based on the consideration that the class has a need to obtain information related to educational scholarships. The research media used was a gamification entitled "Let's Explore Scholarship", which is an educational game designed to help students understand access to scholarship information. In this gamification, students are invited to choose items or food containing quizzes or challenges regarding scholarships. The available questions were compiled by the researcher and related to the types of scholarships, how to apply, and general scholarship requirements. Data collection techniques were carried out in several ways, namely observation, evaluation questionnaires, and student reflection. Meanwhile, the data analysis technique in this study used qualitative analysis with the stages of data reduction, data presentation, and drawing conclusions.

III. DATA ANALYSIS AND DISCUSSION

A. Data Analysis of Student Findings X-5 SMAN 5 Kota Serang

Based on the results of the researcher's observations in the SMAN 5 Kota Serang school environment. The researcher collected data on students in class X-5, where the data found was a benchmark of the success of the classical guidance at the school in providing the best service for its students. The observations taken looked at two possibilities, namely before the researcher introduced the gamification media based on the scholarship area map and after the researcher introduced this gamification media to students in class X-5. The following is the percentage of results from the Student Needs Questionnaire (AKPD) in class X-5 of SMAN 5 Kota Serang.

Questionnaire Items	Percentage
I don't know how to get educational assistance (scholarships)	3.30%
I lack self-confidence	3.17%
I find it difficult to understand certain lessons	3.05%

ResultsThe questionnaire above shows that one of the main needs of students of X-5 SMAN 5 Kota Serang is ignorance in obtaining information related to educational assistance such as scholarships. A total of 27 students stated that they did not know how to obtain scholarship information that could help them continue their education to college. Seeing this need, the researcher took the initiative to equip students with accurate and relevant information so that students know how to apply for scholarships, know the types of scholarships, and the requirements for applying for scholarships.

B. DISCUSSION ANALYSIS

1. Gamification Media "Let's Explore Scholarship"

The gamification media "Let's Explore Scholarship" is an innovative learning medium designed to integrate game elements into classical tutoring services. This media was developed with the primary goal of providing students with accurate and engaging information about educational scholarships, including their types, application methods, and requirements. The implementation of this gamification-based learning media involves learning between teachers and students, so that students are involved in the learning process, which can help their understanding of the material presented (Ani Lutviana, et al., 2025). Gamification can be defined as the use of game attributes outside the context of the game with the aim of influencing learning-related behavior. Gamification has attracted significant interest in education due to its ability to increase student activity in learning activities. As an effort to address the problem of lack of student motivation in learning, the implementation of game elements in the learning process, known as gamification, is one possible solution (Andini Shafa Akhmadi, et al., 2025).

Gamification can motivate students thanks to its engaging visuals and flexible media access. The variety of colors used in learning media can capture students' attention and interest. Furthermore, the implementation of game elements such as scores, levels, badges, and leaderboards fosters a positive sense of competition among

students. Through the game features in the media, students can collect as many points as possible to improve their ranking. This also serves as an incentive for continuous learning. The score, level, and point system helps track student progress and provides additional motivation (Lovandri Dwanda Putra, et al., 2024). The gamification media created by researchers using Canva features the following attractive design:



Figure 1.

The images above are some of the images in the "Let's Explore Scholarship" gamification sheet. Each map in the image contains clues that direct students to obtain the scholarship information they are seeking. From each clue, students are encouraged to think critically to find answers to each question and challenge. Each question created by the researcher has a different purpose, such as students thinking critically to find official websites for scholarship information.. Then, gamification "Let's Explore Scholarship" The attractive display created by researchers also challenges students to maximize their access to information about college scholarships, as shown in Figure 2.

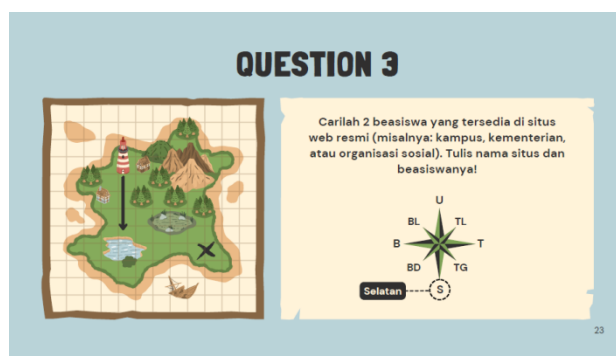


Figure 2.

This step is part of the classical guidance implemented by researchers at SMAN 5 Kota Serang. Classical guidance is a basic guidance service to help all students develop effective behavior and life skills that are aligned with their development. This classical guidance service is intended for all students to ensure that all students participate in scheduled classical guidance services. Therefore, this classical guidance service is intended for students to assist them (Siti Muyana and Dian Ari Widyastuti, 2021).



Figure 3

The image above shows a map of the region created by researchers to depict universities in Indonesia. After students have marked the food or items in the image, they will be directed to answer the questions. To get the answer, students select the red mark on the map. This red mark directs students to the student's answer, which contains universities. From this red mark, students will see scholarship information from their chosen university. This certainly makes it easier for students to obtain scholarship information from their chosen university. This media really builds student innovation so that they are more enthusiastic in preparing for scholarships and obtaining scholarships from their chosen university. Thus, the innovative media implemented by students of X-5 SMAN 5 Kota Serang is able to increase students' knowledge of information on scholarship flows from universities in Indonesia.

The implementation of gamification in learning has great potential to transform classroom dynamics, making the learning process more engaging and relevant for a generation of students accustomed to digital technology and games. However, its implementation needs to be carefully designed to focus not only on entertainment but also on achieving substantive learning objectives. Therefore, further research and exploration into the effectiveness of gamification in increasing student motivation is essential. Through this approach, it is hoped that a more dynamic and collaborative learning environment can be created, encouraging students to reach their full potential (Amalia et al., 2023).

2. The Influence of Using Gamification Media "Let's Explore Scholarship" at SMAN 5 Kota Serang

Based on the data found by researchers in the field regarding students' ability to obtain scholarship information, it can be concluded that students feel greatly helped by the implementation of gamification media that involves students in an active role in seeking scholarships. From the researchers' findings, it was seen that students of SMAN 5 Kota Serang are more in need of scholarship information because they do not know how to obtain scholarship information that can help them continue their higher education. Starting from this problem, researchers created a classical guidance service to help students obtain scholarship information through gamification called "Let's

Explore Scholarship". The impact of using the gamification media "Let's Explore Scholarship" for X-5 students of SMAN 5 Kota Serang is as follows:

a) High Enthusiasm

After During the learning process, researchers observed that the classroom atmosphere using this innovative gamification-based media created high enthusiasm for learning for students. Students were even more enthusiastic about seeking information related to scholarships. From this media, researchers concluded that learning media significantly impacts the student learning process. The gamification media, which was developed into "Let's Explore Scholarship," significantly increased student enthusiasm. They enthusiastically participated in the learning process and the flow of the media game. Enthusiasm for learning includes positive attitudes described as feelings of joy and enthusiasm while learning. This can arise spontaneously or from personal experiences to achieve learning objectives. An approach that can increase student enthusiasm and create a pleasant learning experience is crucial for classroom learning. Enthusiasm is characterized not only by attention and interest, but also by activeness, enthusiasm, and a sense of enjoyment while participating in learning activities.

b) Increased Understanding

Gamification can create a more enjoyable, challenging, and interactive learning environment, significantly increasing student motivation and engagement. This learning experience makes it easier for students to grasp the material presented by the teacher, particularly regarding scholarship information, which students can easily access regarding registration procedures, scholarship-based majors, and strategies for obtaining scholarships at university. The "Let's Explore Scholarship"-based gamification packaged engaging learning by encouraging students to think critically to solve challenges in the quizzes within the gamification. Researchers created challenges based on questions that must be answered to find the answer. The challenges consisted of maps of areas where students chose food or items that provided the answer. Thus, the "Let's Explore Scholarship" gamification improved students' understanding of information on accessing college scholarships. Indirectly, this gamification encouraged students to be more active in obtaining scholarship information and pursuing their goals to receive these scholarships. Through gamification, engaging aspects of the game can be used to capture students' interest and inspire them to remain active in the learning process. More broadly, gamification applies game mechanics and design as a practical solution to build interest and engagement among specific groups in non-game contexts, such as education. Thus, gamification not only makes learning more enjoyable but also creates an environment that encourages active participation, mastery of the material, and effective achievement of learning objectives (Fadhilah Aini and Nurul Husna, 2025).

c) Collaboration and Interaction

Facilitating student participation in discussions is a way to encourage student autonomy. Introducing facilitation techniques such as summarizing, providing one's own opinion, encouraging self-expression, showing appreciation, and student facilitation have been found to increase student responsibility for discussion topics,

thereby facilitating knowledge construction. Instructors are advised to use a variety of methods, strategies, techniques, and activities to enhance student interaction and collaboration. Therefore, the techniques implemented by the researchers in the classroom facilitate student collaboration and interaction among their peers to exchange ideas about the challenges presented in the Lets Explore Scholarship program. This gamification technique works in groups, where students think critically and exchange their critical thinking with their groupmates to answer the challenges presented in the quizzes on the map. The accuracy of students' thinking will accelerate students' path to the desired scholarship path and chosen university.

d) Fun Atmosphere

The implementation of gamification in learning has great potential to transform classroom dynamics, making the learning process more engaging and relevant for a generation of students accustomed to digital technology and games. However, its implementation needs to be carefully designed to focus not only on entertainment but also on achieving substantive learning objectives. Therefore, further research and exploration into the effectiveness of gamification in increasing student motivation is essential. Through this approach, it is hoped that a more dynamic and collaborative learning environment can be created, encouraging students to reach their full potential (Mislia et al., 2025). Gamification is an innovative approach in education that utilizes game elements to increase student motivation, engagement, and achievement in the learning process. In an educational context, gamification transforms learning into a more engaging and enjoyable experience by incorporating engaging map elements. This approach allows students to actively participate, overcome obstacles, and feel a sense of achievement, all of which can increase their intrinsic motivation to learn (Febrianto Hakeu et al., 2023).

IV. CONCLUSION

Based on the results of research conducted at SMAN 5 Kota Serang regarding the implementation of the gamification "Let's Explore Scholarship" as an innovative medium in classical guidance services, several important conclusions can be drawn. First, gamification media has proven to be an effective strategy in helping students access and understand scholarship-related information. This is demonstrated by an increase in student understanding of scholarship types, application procedures, and general requirements. Through this approach, students not only passively receive information but are also encouraged to think critically, actively, and directly engage in the learning process through quizzes and interactive challenges on the scholarship map.

Second, the implementation of gamification has a positive impact on student learning motivation. The classroom atmosphere, which initially tended to be monotonous, transformed into a more enjoyable, interactive, and collaborative atmosphere. Student enthusiasm increased significantly, as evidenced by their active participation in the game and their eagerness to complete each challenge. Gamification also encouraged positive interactions among students, including

discussions, group work, and information exchange, creating a more dynamic learning environment.

Third, the gamification of "Let's Explore Scholarship" fosters students' self-confidence and independence in seeking information. By facing various challenges in the game, students learn how to find official sources of information, select relevant data, and determine the best strategy for obtaining a scholarship. This process not only equips students with technical knowledge about scholarships but also develops critical thinking, problem-solving, and decision-making skills that will benefit their future.

Fourth, this study demonstrates that integrating classical guidance services with gamification media can be a significant innovation in education. Guidance services are no longer understood solely as one-way information providers, but rather as interactive spaces capable of motivating, building character, and supporting the achievement of students' developmental tasks. Thus, the implementation of the gamification program "Let's Explore Scholarship" not only improves students' knowledge about scholarships but also develops their attitudes, motivation, and preparedness to face global competition and achieve a brighter future through higher education.

Overall, it can be concluded that the gamification of "Let's Explore Scholarship" is a viable and effective alternative strategy for implementation in classical guidance services. This medium combines educational and entertainment aspects, making the learning process more engaging, meaningful, and relevant to students' needs. With continued development, gamification is expected to become an innovative solution for improving the quality of education and guidance and counseling services in schools.

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