ABSTRACT

E-learning is a requirement in the process of learning. In its development learner model has been established to support the process of personalized e-learning system. However, the development process only supports the delivery of materials and levels of learner. Meanwhile, in designing an e-learning needs to keep some attention in various terms that can optimize the learning process, including learner aspect of psychological. Therefore, in this final project will be designed a learner model using Kansei Engineering approach. Kansei Engineering is a new technology for designers to develop products that can affect the feelings of the user. The final result that obtained is learner model for e-learning system that is capable of covering three learning aspects, namely: cognitive, affective, and psychomotoric. Learner model e-learning system is designed to involve the learner profile, learner level, learner personality types, learner learning styles, learner emotional and motivation that support in learning process using e-learning system. For identification process we use questioner and some form that had been proved for it validity.

**Key Word:** E-learning, learner model, Kansei Engineering
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