ABSTRACT
E-Learning System is a solution that is needed in the era of globalization of education today. The presence of eLearning with the support of information technology to bring the influence of conventional education in the transformation process into digital form, both in content and system. Today eLearning industry is experiencing a crisis, which resulted in the failure of the implementation of eLearning in various sectors in the world. The failure was mainly due to very few users and are not motivated to finish until the end of eLearning materials. Writing provides a solution by developing a model-based eLearning system that can motivate the community to overcome the low motivated users and not users in using the eLearning system. Community motivation model developed based on theories of learning and motivation theory capturing requirements in the field of requirements engineering. Measurement of the effectiveness of community motivation model using statistical indicators of visits, traffic ranking, comparison with similar eLearning system, and relationships between concepts in the model. The model developed has also been applied in a public web based eLearning system IlmuKomputer.Com, with a significant result.

Keywords: e-Learning System, Community Motivation Models, Requirements Engineering