

## ABSTRACT

**Veroricca, Viranny. 2023. Lecturer's and Students' Perceptions of Social Presence in Online Learning through LMS: A Case Study of a Course at One University in Jambi.** Thesis. English Language Education Master Study Program. Faculty of Teacher Training and Education of Universitas Jambi in Academic Year 2022/2023. The first supervisor is Prof. Urip Sulistiyo, S.Pd., M.Ed., Ph.D. The second supervisor is Dr. Nunung Fajaryani, S.Pd., M.Pd.

This study chose a graduate course offered at one university in Jambi as the case to discover how students and lecturer view social presence in online learning through Learning Management System. This research conducted a qualitative descriptive method research design and used online and direct semi-structured interviews with participants to gain insights into the participants' online teaching-learning experiences. The participants of this research were five graduate English Education department students of one university in Jambi and a lecturer who taught the course. The findings of this research are contained six major themes that got from the interviews. The themes are: 1) Understanding of Social Presence, 2) The Importance of Social Presence in Online Learning, 3) Fostering Social Presence, 4) Challenges of Social Presence, 5) Perceived Impact of LMS Usage on Social Presence in the Course, and 6) Enhancing Social Presence in Online Course. In order to enhance social presence and improve student learning outcomes, the findings emphasize the value of active involvement, attention to course instructions, engaging course material, collaborative learning activities, and lecturer presence. While some participants expressed concern about forced engagement, they recognized the benefits of contributing to discussion boards, enhancing academic performance, and learning from peers. According to the study, a well-planned course design, the integration of engaging components, and effective use of technology can all help to foster social presence. Additionally, the LMS's ability to incorporate Artificial Intelligence (AI) components was acknowledged. The study's conclusions offer educators, instructional designers, and researchers useful advice for creating engaging online courses that boost social presence and enhance student learning outcomes. This study contributes to the existing knowledge on social presence in online learning and encourages further exploration and innovation in the area.

**Key Words:** Perception, Social Presence, Online Learning