

## **ARCS Model for Enhancing Intrinsic Motivation in Learning Biodiversity Subjects: A Case Study of Tertiary Level Students in Malaysia**

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**Abstract :** In Malaysian Education System, subject related to biodiversity has started in the curriculum from Foundation Study until tertiary education. Biodiversity become the focus of attention due to awareness on global warming which potentially leads to a loss of biodiversity. A loss in biodiversity means a loss in medicinal discoveries and reduces food supply. It is of great important to ensure that young generations become aware of biodiversity conservation. The more interactive approaches are needed to build society with a high awareness for biodiversity conservation. To address this challenge, the goal of this study is to enhance intrinsic motivation of biological students via ARCS model of instruction. Self-access learning materials such as tutorial, module and fieldwork were designed with ARCS elements to a sample size of 70 university students from the beginning of the semester. Both paper and online surveys were used to collect data from the respondents. The results showed that elements of attention, relevance, confidence and satisfaction have a positive impact on intrinsic motivation of students and their academic performance.

**Keywords :** intrinsic motivation, ARCS model of instruction, biodiversity, self-access learning

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