

**EVALUASI DAN REKOMENDASI PERBAIKAN *USABILITY* “APLIKASI
RUDAYA ~ *CONNECT THE ART* ” MENGGUNAKAN METODE
USABILITY TESTING DAN *USE QUESTIONNAIRE***

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ABSTRAK

Rudaya~*Connect The Art* merupakan *platform* yang menjembatani antara pencari jasa seni dengan seniman tradisional diseluruh Indonesia. Hingga saat ini aplikasi Rudaya sudah diunduh oleh 150 pengguna yang terdiri dari berbagai kalangan seperti pelajar, orang tua, karyawan, serta seniman dari berbagai daerah, gender, usia. Meningkatnya jumlah *user* aplikasi Rudaya dengan karakteristik pengguna yang bervariasi, menimbulkan permasalahan baru terkait *usability* atau kenyamanan pengguna. Berdasarkan permasalahan terkait *usability*, dilakukan pengukuran *usability* aplikasi Rudaya menggunakan metode *usability testing* dengan melakukan evaluasi secara langsung pada sampel pengguna sejumlah 10 responden. Pengujian dilakukan melalui tiga tahapan, tahap pertama tes *task scenario*, tahap kedua mengisi kuesioner dan ketiga wawancara. Pengujian juga menggunakan *USE Questionnaire* (*Usefulness, Ease of Use, Ease of Learning, Satisfaction*). Selanjutnya tahap akhir dilakukan analisis perbaikan dengan menggunakan teori 8 *golden rules* dan 10 prinsip *user interface* aplikasi mobile, sehingga dihasilkan rekomendasi perbaikan yang berupa *prototype* tampilan aplikasi Rudaya yang nantinya dapat digunakan sebagai kajian pengembangan atau pembaharuan versi berikutnya. Adapun hasil pengujian *usability* pada *success rate* seniman mendapatkan nilai pengujian awal 71,6%, *Success rate* pencari jasa seni 64%, Sedangkan *success rate* seniman pengujian akhir 93,3% dan *success rate* pencari jasa seni 90%. Kemudian untuk hasil *time of working* seniman dan pencari jasa seni rata-rata mengalami peningkatan pengerjaan waktu yang lebih cepat dan lebih efisien. Selanjutnya hasil pengujian *usability* berdasarkan *USE Questionnaire* yang dilakukan di awal diperoleh hasil 57,5%, terjadi perubahan yang signifikan pada pengujian kedua setelah diberikan perbaikan tampilan aplikasi Rudaya diperoleh nilai *usability* berdasarkan *USE Questionnaire* sebesar 89,4%.

Kata Kunci : *Usability, Usability Testing, USE Questionnaire, Aplikasi Rudaya ~ Connect The Art*

**EVALUATION AND RECOMMENDATION FOR USABILITY
IMPROVEMENT "RUDAYA~CONNECT THE ART APPLICATION" USING
USABILITY TESTING AND USE QUESTIONNAIRE METHODS**

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ABSTRACT

Rudaya~Connect The Art is a platform that bridges art service seekers with traditional artists throughout Indonesia. Until now, the Rudaya application has been downloaded by 150 users consisting of various groups such as students, parents, employees, and artists from various regions, gender, age. The increasing number of Rudaya application users with varied user characteristics has created new problems related to usability or user convenience. Based on the problems related to usability, the usability measurement of the Rudaya application was carried out using the usability testing method by conducting a direct evaluation of a sample of 10 users. The test is carried out in three stages, the first stage is a task scenario test, the second stage is filling out a questionnaire and the third is an interview. The test also uses the USE Questionnaire (Usefulness, Ease of Use, Ease of Learning, Satisfaction). Furthermore, the final stage is an analysis of improvements using the theory of 8 golden rules and 10 principles of the mobile application user interface, so that recommendations for improvement are produced in the form of a prototype display of the Rudaya application which can later be used as a development study or update of the next version. The results of usability testing on the success rate of artists get an initial test score of 71.6%, success rate for art service seekers 64%, while the success rate for artists for final testing is 93.3% and success rate for art service seekers is 90%. Then for the results of the time of working, artists and art service seekers on average experienced an increase in faster and more efficient working time. Furthermore, the results of usability testing based on the USE Questionnaire that were carried out at the beginning were 57.5%, there was a significant change in the second test after being given an improvement in the appearance of the Rudaya application, the usability value based on the USE Questionnaire was 89.4%.

Keywords : *Usability, Usability Testing, USE Questionnaire, Rudaya ~ Connect The Art Application*