

ABSTRAK

Website Dinas Sosial Pemberdayaan Perempuan dan Perlindungan Anak Provinsi Bali adalah salah satu media informasi yang digunakan untuk memenuhi salah satu syarat Dinas di dalam melaksanakan Undang-undang keterbukaan Informasi Publik. Hasil observasi awal menunjukkan belum pernah dilakukan evaluasi *usability* berkaitan dengan website tersebut, selain hal tersebut sesuai dengan survei awal terhadap 55 orang responden dari masyarakat umum dan staf teknologi informasi dinas diperoleh hasil (1) 69% responden menyatakan bahwa website Dinas Sosial, Pemberdayaan Perempuan, dan Perlindungan Anak Provinsi Bali memiliki tampilan yang tidak menarik, (2) sebanyak 67% responden menyatakan bahwa website masih kurang baik dalam penempatan dan penulisan menu, (3) 67% responden menyatakan bahwa website belum dapat memberikan kenyamanan pada saat penelusuran, dan (4) 95% responden menyatakan bahwa tampilan dan isi konten website masih kurang dan perlu dikembangkan. Berdasarkan hasil wawancara dan survei yang dilakukan, perlu dilakukan evaluasi untuk mengetahui lebih dalam berkaitan dengan pengembangan website Dinas Sosial, Pemberdayaan Perempuan, dan Perlindungan Anak Provinsi Bali. Oleh karena itu dilakukan evaluasi terhadap website Dinas Sosial, Pemberdayaan Perempuan, dan Perlindungan Anak Provinsi Bali dengan Teknik evaluasi *Cognitive Walkthrough*, *Performance Measurement* dan *System Usability Scale (SUS)*. Penelitian menghasilkan kesimpulan seperti berikut. (1) Pengembangan website Dinas Sosial Pemberdayaan Perempuan dan Perlindungan Anak Provinsi menggunakan metode *Incremental* menghasilkan website dengan tampilan yang lebih dinamis dan modern, namun tetap minimalis sehingga tidak mengganggu pandangan pengunjung website serta tetap fokus pada konten sehingga nyaman untuk dilihat dan dibaca. (2) Hasil evaluasi menggunakan metode *performance measurement* menunjukkan bahwa website termasuk kategori efektif dan efisien. Hasil penelitian menunjukkan waktu pengerjaan kelompok pemula dan kelompok mahir terpaut pendek, rata-rata kelompok mahir sebesar 17,4 detik dan rata-rata kelompok pemula 17,56 detik. (3) Rekomendasi hasil evaluasi *usability* website Dinas Sosial, Pemberdayaan Perempuan, dan Perlindungan Anak Provinsi Bali menggunakan metode *Cognitive Walkthrough* termasuk dalam kategori berhasil. Penelitian menunjukkan 100% responden berhasil menyelesaikan skenario tugas dengan sempurna tanpa ada yang gagal atau *error*. (4) Kepuasan pengguna website ketika dievaluasi menggunakan metode SUS mendapatkan skor rata-rata sebesar 92,36 yang berada di atas skor standar yaitu 68, sehingga dapat disimpulkan bahwa responden sangat puas dalam menggunakan website Dinas Sosial, Pemberdayaan Perempuan, dan Perlindungan Anak Provinsi Bali

Keywords: Dinas Sosial, evaluasi *usability*, *Cognitive Walkthrough*, *Incremental*, *Performance Measurement*, *System Usability Scale (SUS)*

ABSTRACTT

he website of Social Affairs, Empowerment, and Child Protection in Bali is one of the information media used to fulfill one of the Service's requirements in implementing the Law on Public Information Disclosure. The initial observation results showed that there has never been a usability evaluation related to the website. In addition to this, according to an initial survey of 55 respondents from the general public and service information technology staff, the results obtained were (1) 69% of respondents stated that the website for the Office of Social Affairs, Women's Empowerment and Child Protection of the Province of Bali had an unattractive appearance, (2) as many as 67% of respondents stated that the website was still not good at placing and writing menus, (3) 67% of respondents stated that the website could not provide comfort when browsing, and (4) 95% of respondents stated that the display and contents of website content were still lacking and need to be developed. Based on the results of the interviews and surveys conducted, it is necessary to carry out an evaluation to find out more about the development of the website for the Bali Provincial Office of Social Affairs, Women's Empowerment and Child Protection. Therefore an evaluation was carried out on the website of Social Affairs, Women's Empowerment, and Child Protection of Bali using the Cognitive Walkthrough, Performance Measurement, and System Usability Scale (SUS) evaluation techniques. The research resulted in the following conclusions. (1) The website development for the Provincial Office of Social Affairs, Women's Empowerment, and Child Protection uses the Incremental method to produce a website with a more dynamic and modern appearance but still minimalist so that it does not interfere with the view of the website visitors and remains focused on content so that it is comfortable to view and read. (2) The performance measurement method evaluation results showed that the website is included in the effective and efficient category. The results showed that the working time for the beginner and the proficient group was short, the average for the proficient group was 17.4 seconds, and the beginner was 17.56 seconds. (3) Recommendations from the results of the usability evaluation of the Bali Provincial Office of Social Affairs, Women's Empowerment, and Child Protection using the Cognitive Walkthrough method are included in the successful category. Research showed that 100% of respondents completed the task scenario perfectly without any failures or errors. (4) Satisfaction of website users, when evaluated using the SUS method, gets an average score of 92.36 which is above the standard score of 68, so it can be concluded that respondents are very satisfied using the website for Social Affairs, Women's Empowerment and Child Protection of the Bali Province.

Keywords: The Office of Social Affairs, usability evaluation, Cognitive Walkthrough, Incremental, Performance Measurement, System Usability Scale (SUS)