

**REDESAIN DAN PENGEMBANGAN *FRONT-END WEBSITE* PROMOSI
PARIWISATA KABUPATEN JEMBRANA MENGGUNAKAN METODE
*USER-CENTERED DESIGN (UCD)***

Oleh

Ni Putu Diah Ratih Rakasiwi, NIM 2115091043

Program Studi Sistem Informasi

Jurusan Teknik Informatika

Fakultas Teknik dan Kejuruan

Universitas Pendidikan Ganesha

Email: diah.ratih@undiksha.ac.id

ABSTRAK

Website Promosi Pariwisata Jembrana atau “The West of Paradise of Bali”, merupakan *platform* digital yang dikembangkan untuk mendukung promosi destinasi wisata di Kabupaten Jembrana. Pada kondisi aktual, *website* ini belum sesuai dengan kebutuhan pengguna yang didukung oleh hasil pengujian *usability* awal yang menunjukkan hasil yang cukup rendah, baik dari sisi pengguna akhir maupun admin pengelola. Berdasarkan permasalahan tersebut, maka penelitian ini bertujuan untuk meredesain antarmuka pengguna agar lebih optimal dan melakukan pengembangan hingga tahap *front-end* untuk merealisasikan desain yang telah dibuat agar dapat diuji secara nyata oleh pengguna dalam bentuk *prototyping native*. Penelitian ini menggunakan metode *User-Centered Design* yang terdiri dari tahap *Plan the Human Centered Process*, *Specify the Context of Use*, *Specify User and Organizational Requirements*, *Product Design Solutions*, dan *Evaluate Design Against User Requirements*. Guna memastikan kembali solusi yang diberikan sesuai dengan kebutuhan pengguna, pada tahap akhir dilakukan pengujian akhir menggunakan *usability testing* dengan mengukur 5 aspek, yaitu *learnability*, *efficiency*, *memorability*, *error*, dan *satisfaction*. Hasil pengujian akhir menunjukkan peningkatan dari sisi pengguna akhir yang memperoleh *success rate* sebesar 99,30%, TBE sebesar 0,07 *goal/sec*, ORE sebesar 99,15%, *devective rate* sebesar 1,4%, dan skor SUS sebesar 86,33. Sedangkan dari sisi admin memperoleh *success rate* sebesar 98,89%, TBE sebesar 0,067 *goal/sec*, ORE sebesar 97,75%, *devective rate* sebesar 1,78, dan skor SUS sebesar 71,67.

Kata kunci: *Website* Promosi Pariwisata, *User-Centered Design*, *Usability Testing*, *Front-End*, *System Usability Scale*.

**REDESIGN AND FRONT-END DEVELOPMENT OF THE JEMBRANA
REGENCY TOURISM PROMOTION WEBSITE USING THE USER-
CENTERED DESIGN (UCD) METHOD**

By

Ni Putu Diah Ratih Rakasiwi, NIM 2115091043

Information Systems Study Program

Department of Informatics Engineering

Faculty of Engineering and Vocational

Ganesha University of Education

Email: diah.ratih@undiksha.ac.id

ABSTRACT

The Jembrana Tourism Promotion Website, or “The West of Paradise of Bali,” is a digital platform developed to support the promotion of tourist destinations in Jembrana Regency. In its current state, the website does not meet user needs, a fact supported by initial usability testing results which showed quite low scores from both the end-users and the managing administrators. Based on these issues, the research aims to redesign the user interface for better optimization and to develop it up to the front-end stage to realize the created design. This development is intended to allow for realistic user testing in the form of native prototyping. The research utilizes the User-Centered Design method, which consists of the following stages: Plan the Human-Centered Process, Specify the Context of Use, Specify User and Organizational Requirements, Product Design Solutions, and Evaluate Design Against User Requirements. To ensure that the provided solution aligns with user needs, the final stage involves conducting a final evaluation using usability testing that measures five aspects: learnability, efficiency, memorability, error, and satisfaction. The final testing results show significant improvements. End-users achieved a success rate of 99.30%, a Task-Based Efficiency (TBE) of 0.07 goal/sec, an Overall Relative Efficiency (ORE) of 99.15%, a defective rate of 1.4%, and a System Usability Scale (SUS) score of 86.33. Meanwhile, the administrator side achieved a success rate of 98.89%, a TBE of 0.067 goal/sec, an ORE of 97.75%, a defective rate of 1.78, and an SUS score of 71.67.

Keywords: Tourism Promotion Website, User-Centered Design, Usability Testing, Front-End, System Usability Scale.