

REDESIGN WEBSITE AKUONLINE-NG DINAS KEPENDUDUKAN DAN PENCATATAN SIPIL KABUPATEN BULELENG MENGGUNAKAN METODE DESIGN THINKING

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ABSTRAK

Di era digital, pengalaman pengguna (UX) dan antarmuka pengguna (UI) yang baik pada layanan publik sangatlah penting. Penelitian ini bertujuan untuk merancang ulang UI/UX pada website AkuOnline-NG milik Dinas Kependudukan dan Pencatatan Sipil (Dukcapil) Kabupaten Buleleng. Metode *Design Thinking* digunakan untuk mengatasi masalah kegunaan (*usability*) yang ada. Metodologi penelitian ini menggunakan pendekatan gabungan (*mixed-methods*), yaitu kualitatif (wawancara dan observasi) untuk mengidentifikasi masalah, dan kuantitatif *User Experience Questionnaire* (UEQ) untuk mengukur efektivitas desain. Ruang lingkup perancangan fokus pada tiga fitur utama: Pengajuan Kartu Keluarga (KK), Kartu Tanda Penduduk (KTP), dan Akta Perkawinan. Hasil penelitian menunjukkan bahwa prototipe desain baru berhasil meningkatkan efektivitas sistem secara signifikan. Meskipun website lama sudah cukup efektif (64,6%), banyak tugas penting seperti unggah berkas sering gagal. Sebaliknya, pengujian pada prototipe baru membuktikan bahwa sebagian besar tugas dapat diselesaikan dengan sempurna. Dengan demikian, penelitian ini membuktikan bahwa penerapan Design Thinking efektif dalam menciptakan solusi yang fokus pada pengguna, sekaligus memberikan rekomendasi perbaikan seperti fitur pelacakan status layanan dan penyederhanaan alur navigasi.

Kata Kunci: *Design Thinking, UI/U, UEQ, Redesign*

***REDESIGN OF THE AKUONLINE-NG WEBSITE OF THE BULELENG
REGENCY POPULATION AND CIVIL REGISTRATION OFFICE USING
THE DESIGN THINKING METHOD***

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ABSTRACT

In the digital era, a well-designed user experience (UX) and user interface (UI) are essential for effective public services. This study aims to redesign the UI/UX of the AkuOnline-NG website, operated by the Population and Civil Registration Office (Dukcapil) of Buleleng Regency. The Design Thinking method was employed to address existing usability issues. The research methodology adopts a mixed-methods approach: qualitative techniques (interviews and observations) were used to identify problems, while the quantitative User Experience Questionnaire (UEQ) was applied to measure design effectiveness. The design scope focused on three key features: Family Card (KK) application, Identity Card (KTP) application, and Marriage Certificate registration. The results indicate that the new design prototype significantly improved system effectiveness. Although the previous website was relatively effective (64.6%), critical tasks such as file uploads frequently failed. In contrast, testing of the new prototype demonstrated that most tasks could be completed successfully. Therefore, this study confirms that the application of Design Thinking is effective in creating user-centered solutions and offers recommendations for improvements, such as service status tracking and simplified navigation flows.

Keywords: Design Thinking, UI/UX, UEQ, Redesign