

PEMBANGUNAN WEBSITE PROFIL PULAU BAWEAN BERDASARKAN EVALUASI KEBUTUHAN PENGGUNA DENGAN MENGGUNAKAN DESIGN THINKING

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ABSTRAK

Saat ini, informasi tentang tempat wisata, jadwal keberangkatan dan promo liburan disebarakan melalui online. Salah satunya yang paling banyak digunakan adalah website yang merupakan penyalur informasi paling cepat saat ini. Adapun website yang memberikan konten dan informasi tentang Pulau Bawean tersebut yaitu Bawean Tourism. Menurut penulis, masih ada beberapa kekurangan yang harus di ubah untuk menjadikan website ini lebih menarik untuk memberikan kenyamanan bagi para penggunanya. Dalam penelitian ini, penulis melakukan penelitian dengan cara menggunakan metode Design Thinking. Penulis akan menyebarkan kuesioner kepada pengguna website Bawean Tourism dan membuat membuat website serupa dari hasil kuesioner. Penilaian website akan dilakukan usability testing menggunakan metode Webuse. Dari hasil empat kategori yaitu Content, Organization, and Readability, Navigation and Links, Design User Interface, dan Performance and Effectiveness. Berdasarkan hasil yang di dapat, diketahui bahwa nilai usability berada pada level baik dengan rata-rata 0,780. Dari hasil black box juga menunjukan semua system yang telah dibuat berjalan dengan baik.

Kata Kunci : Bawean Tourism, Design Thingking, Website

DEVELOPMENT OF BAWEAN ISLAND PROFILE WEBSITE BASED ON USER NEED EVALUATION USING DESIGN THINKING

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ABSTRACT

With the advancement of current technology, information about tourist attractions and departure schedules and holiday promos is disseminated through online. One of the most widely used is the website which is the fastest information distributor at the moment. One of the popular tourist attractions for now is being on the Island of Bawean. As for the website that provides content and information about the island of Bawean is a Bawean Tourism. However, according to the author, there are still some shortcomings that must be changed to make this website more attractive to provide convenience for its users. In this study, the authors conducted research by using Design Thinking method. The author distribute questionnaires to users of the Bawean Tourism website and create a similar website from the results of the questionnaire. Website assessment will be carried out usability testing using the Webuse method. From the results of four categories, namely Content, Organization, and Readability, Navigation and Links, User Interface Design, and Performance and Effectiveness. Based on the results obtained, it is known that the usability value is at a good level with an average of 0.780. The results of the black box also show that all systems that have been made are running well.

Keywords : Bawean Tourism, Design Thinking, Website