

ABSTRACT

USABILITY ANALYSIS IN TEGAL BAHARI APPLICATIONS USING THE USABILITY SCALE SYSTEM (SUS) METHOD

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In the current era of globalization, the development of the world of technology has developed very rapidly and rapidly by bringing enormous changes by making information obtained quickly, easily and effectively. Internet technology does not only have an effect on the development of business or trade, but also has a role in the tourism sector. Due to the existence of internet technology, the delivery of information on tourist objects can be more interconnected to obtain.

One of the cities that has tourism and cultural potential in Central Java is Tegal City which has the tagline "Tegal Bahari" which means Clean, Safe, Green, Beautiful, Neat, and Beautiful. Where the natural beauty of the City of Tegal itself is still preserved and functions as a tourist destination that has its own charm, but there are also currently tourist attractions in Kota Bahari that have not been published because these places are remote, access roads are still not sufficient.

Therefore, this information system can also make a form for foreign tourists to make it easier for local governments to manage existing tourist attractions. In implementing this application, it can be seen the level of readiness of the people of Tegal City in facing the "Tegal Bahari" application using the System Usability Scale (SUS) method.

Keywords : Kota Tegal, *Tegal Bahari*, *System Usability Scale* (SUS)