

ABSTRACT

DESIGN AND EVALUATION UI/UX OF SCHOOL WEBSITE AT SD NEGERI 2 KUTALIMAN USING DESIGN THINKING METHOD

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The development of information technology in the current millennial generation has a major influence on human life and even makes it easier for humans in all things, namely humans can make decisions. Information technology is currently a basic human need to obtain the information needed effectively, efficiently and practically through a platform container, namely the website. Schools as one of the institutions that bring change to society cannot be separated from the development of information technology. Schools also need to use the internet to obtain and share information, but until now website-based school information media has not been evenly distributed and not all schools are able to have a school website for various reasons, one of which is in terms of experience and low use of IT and there is no awareness of the importance website-based information media. SD Negeri 2 Kutaliman is a government agency that does not yet have a website-based information media. The purpose of the school website is to make it easier to access information about the SD Negeri 2 Kutaliman school by students, teachers, staff and the general public. In this study, the researchers designed the UI/UX (User Interface and User Experience) using the design thinking method and the results of the design were implemented in the form of a website using the Wordpress CMS. Websites that have been designed have several pages or content, namely the main page, PPDB page, news page, profile page, academic page, facilities page, and contact page. After making the website, an evaluation was carried out using the UEQ questionnaire. The results of the usability testing evaluation or testing of websites using UEQ obtained results from the six scales with a value of more than 0.8 which were categorized as positive where the highest result, namely the Efficiency scale, obtained a value of 1.646 and the lowest, namely the Novelty scale with a value of 0.917. For the benchmark evaluation results on the SD Negeri 2 Kutaliman website, using the UEQ benchmark calculation, 4 good result scales were obtained, including the attractiveness scale, the clarity scale, the efficiency scale, and the accuracy scale. For the Above Average results, namely the stimulation scale and the novelty scale.

Keyword: UI/UX, Design thinking, UEQ, CMS Wordpress