

## **ABSTRACT**

# **APPLICATION OF USER CENTERED DESIGN METHOD ON THE MSME MARKETING WEBSITE IN BANYUMAS REGENCY**

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*Technological developments occur so rapidly and become an important thing today. Many things are facilitated by technology, one of which is the convenience of shopping online. Online shopping makes it easy for consumers to get the desired product. Online shopping also provides benefits for product sellers. One of the users who benefit from technological developments to carry out online shopping activities is Micro, Small and Medium Enterprises (MSMEs). Micro, Small and Medium Enterprises (MSMEs) in Banyumas Regency have increased every year. This shows that MSMEs need a medium to make it easy for MSME actors to market their products. Currently the Office of Manpower, Cooperatives and Small and Medium Enterprises (DINNAKERKOP UKM) of Banyumas Regency provides facilities in the form of information media in the form of a website to promote MSMEs in Banyumas Regency. However, the utilization of the website provided by the service has not been fully used optimally. The agency only provides information facilities for MSMEs and has not yet provided a function for transactions on the website. Currently, MSMEs in Banyumas Regency still use the WhatsApp communication medium to make sales. Of course this causes small MSMEs to get new customers because they will only target old customers who are used to communicating using WhatsApp. The design of the MSME website in Banyumas Regency uses the User Centered Design method using heuristic evaluation testing and produces variables that are tested valid and reliable. Testing on the heuristic evaluation method was then tested using the SUS method and a value of 84.33, namely an A or excellent rating.*

*Keyword : MSME, UCD, Heuristic Evaluation, Website.*