

## **ABSTRACT**

### **ANALYSIS USABILITY WEBSITE SIMBOKBLONJO USING METOD SYSTEM USABILITY SCALE (SUS)**

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*SimbokBlonjo is one of the marketplace website applications in Kebumen city where the website is only specifically for MSME actors or sellers from Kebumen city, this website application was inaugurated in 2020. The SimbokBlonjo website has a low performance value after being measured using GT.metrix. And has far fewer visitors in 2022 than the previous year. Based on the performance value, usability analysis is carried out using the system usability scale method as a method to measure the usability value of the SimbokBlonjo website. Data is obtained by distributing questionnaires to website visitors and the data is used to measure the usability value of the SimbokBlonjo website from the user's perspective using the system usability scale method. The final result of this study is the average SUS score value of the SimbokBlonjo website of 71.175 which means that the website is suitable for use and no design recommendations are needed.*

**Keyword : SimbokBlonjo,Website,GT.Metrix, Usability, System Usability Scale**