

ABSTRACT

USABILITY EVALUATION OF CILACAP DISTRICT EDUCATION AND CULTURE DEPARTMENT WEBSITE USING THE WEBUSE METHOD AND IMPORTANCE-PERFORMANCE ANALYSIS (IPA)

By

Yusi Rahmawati

19102298

Currently the use of website technology has been used in various agencies, one of which is the Cilacap Regency Education and Culture Office which implements a website in disseminating information about education and culture of Cilacap Regency. The level of usability determines whether a website is accepted by users and used in the long term. Ease of accessing the website is the influence of existing usability. To find out the usability value of the website is good or not, an assessment aspect of a website is needed. This research was assessed on the website of the Office of Education and Culture of the Cilacap Regency because the website is one of the websites that has quite complete features and services but has not yet been evaluated for usability aspects. To carry out this assessment, the Website Usability Evaluation tool (WEBUSE) approach is used as a usability measurement standard, with a web-based questionnaire evaluation method that allows users to assess the usability of the website to be evaluated, and is measured using Importance-Performance Analysis (IPA). On the website of the Education and Culture Office in Cilacap Regency, 110 people participated in the study. The findings of the WEBUSE method evaluation revealed that 2 attributes had "poor" usability levels, with a score of 0.39 in the category of content, organization, and readability. Two of the eight features that were found to be in Quadrant I (require improvement) as a result of the IPA method evaluation are among those with a "poor" usability level. As a result, the areas for development are concentrated on features that are both in Quadrant I and have a "poor" usability level. These characteristics have average performance scores of 2.57 and 2.59, respectively, and are Attribute 2 and Attribute 3.

Keywords : *Usability, Website Usability Evaluation tool (WEBUSE), Importance-Performance Analysis (IPA)*