

ABSTRACT

USABILITY ANALYSIS OF THE NEWSAKPOLE APPLICATION USING THE SYSTEM USABILITY SCALE (SUS) METHOD (CASE STUDY: NEWSAKPOLE USERS IN BARLINGMASCAKEB AREA)

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Judging from the current era, the development of information technology, especially in Indonesia, is increasingly developing. The availability of information and communication technology can facilitate obtaining the information needed from anywhere, anytime, and from anyone. The NEWSAKPOLE application is an innovation in the Central Java Provincial Government Administration system service in the form of an Android-based smartphone application that facilitates vehicle tax payments in Central Java. However, the low rating on the Google Play Store indicates problems related to usability, including a slow system, unclear information, and frequent crashes. In fact, the higher the level of service usability can significantly affect the level of user acceptance. In this study, an evaluation was carried out using the SUS method to measure the level of application usability that will have a good impact on users in the future. Based on testing the processed data, the average NEWSAKPOLE usability value was 64.19. This score shows that NEWSAKPOLE has a usability level in the "OK" category. The average NEWSAKPOLE usability value is close to the SUS threshold value of 68, which means that it is generally still acceptable, but with several improvements such as improvements to features and user interfaces so that the usability value can increase.

Keywords: *application, evaluation,NEWSAKPOLE, system usability scale, usability.*