

ABSTRACT

DESIGN AND BUILD E-TICKETING WEBSITE USING THE DESIGN THINKING METHOD (Case Study : Japanese Event in Purwokerto)

By

Galih Putra Perdana

20104084

The Japan Event in Purwokerto is a celebration of Japanese pop culture, showcasing various aspects such as anime, manga, cosplay, music, and food in the Purwokerto area. The problem identified is that the ticket booking process for the Japan event in Purwokerto is still conventional, requiring attendees to come directly to the venue and queue for tickets, along with a lack of detailed information about the event. The aim of this study is to design and develop a ticket booking website for the Japan event, oriented towards users in the Purwokerto area. The research method applied is design thinking, to help design and develop the website by understanding the problems experienced by visitors of the Japan event in Purwokerto. The results of this study used the heatmap testing method to evaluate a website prototype through three test scenarios conducted with five participants selected from 32 respondents to an online survey. The testing achieved a total score of 90 and a task completion effectiveness rate of 100%, interpreted as very good. This has aided in the design and development of the ticket booking website for the Japan event in Purwokerto.

Keywords: Design and Development, Website, E-Ticketing, Design Thinking Method, Japanese Event.