

ABSTRACT

EMPLOYEES FEEDBACK ANALYSIS WITH DEEP LEARNING BASED ON WEB

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The Independent Learning Campus Program is a policy issued by the Indonesian Ministry of Education and Culture, it aims to encourage students to master various scientific fields relevant to the world of work, so that students are ready to enter the world of work. The opportunities offered by the Merdeka Campus provide opportunities for students to take courses according to their wishes and majors. Binar Academy has several learning topics that students can choose from in carrying out SIB, one of which is UI/UX Research and Designer. Binar Academy is an edtech startup pioneer that focuses on developing digital skills and talents by enhancing the learning experience. The implementation of the SIB program at Binar Academy, especially the UI/UX Research and Designer program, students and students are provided with knowledge from the most basic things regarding the history of UI/UX, the application of various methods, and conducting various research. The focus in the implementation of this SIB is to build and evaluate a prototype in collaboration with the Product Manager (PM) by implementing various sciences that have been studied in the previous chapter. Therefore, the main topic in the preparation of this proposal is UI/UX Research and Designer. The SIB UI/UX Research and Designer program ended with working on a collaboration project between UI/UX and PM, making UI/UX Design and Evaluation of the E-commerce Petsu Application Using the Design Thinking Method. The result of this project is an assessment from users of 90.6% which indicates that the Pestu application design has been accepted by its users and the portfolio is in the form of final project implementation documents and application prototypes made by a team.

Keywords: SIB, UI/UX, E-Commerce, Design Thinking, Portofolio