

ABSTRACT

**IMPLEMENTATION OF USABILITY TESTING ON
WEBSITE EVALUATION OF KEMUTUG LOR
TOURISM VILLAGE**

Author :

Juvandio Aufaresa

18102235

The Department of Youth, Sports, Culture and Tourism of Banyumas Regency is a government agency that handles the fields of youth, sports, culture and tourism in Banyumas Regency. One of its duties is to conduct guidance, supervision and development of tourist attraction objects, and efforts to increase tourist visits. Kemitug Lor Village is a tourist village in Banyumas district, has interesting tourist destinations to visit. Starting from nature tourism, religious tourism and culture. The background of this research was appointed based on the need for an information system that can provide comprehensive information quickly and accurately, because the delivery of information about tourism in Kemitug Lor village for now is still with brochures so that the delivery of this kind of information is not effective enough and not enough to attract tourists. to visit the village of Kemitug Lor. The website design of the Kemitug Lor tourist village is expected to facilitate marketing or promotion for the Kemitug Lor village. Of course, in the process of designing the website, it is necessary to evaluate the usability of the interface so that it is easy for users to find various information about the tourist village of Kemitug Lor. The usability testing method is the best way to evaluate an application or a product by testing it directly based on user experience.

Keywords: Evaluation, Usability Testing, Kemitug Lor tourism village