ABSTRACT

To support the development of tourism objects, it is necessary to disseminate information so that people know the existence of these attractions, along with all the advantages they have, so that people are expected to be interested in visiting them. This can be done by utilizing information technology, especially by creating a *website*. This research examines the *website* of Adiluhur Tourism Village using the *Usability test*ing method with the USE Quistionnaire which consists of variables of usefulness, ease of use, ease of learning, and satisfaction. The purpose of this research was to determine the level of effectiveness, efficiency and satisfaction on the *website* of Adiluhur Tourism Village using the *USE Questionnaire* method. The subjects of this research were visitors of the Adiluhur Tourism Village *website*. The data used is primary data. Data collection using an online questionnaire with Google Form. Data analysis using frequency distribution. Based on the results of data analysis, it can be concluded that the *website* of Adiluhur Tourism Village is a very feasible system to use because the overall *Usability* measurement results reach 83.85%, which is included in the Very Eligible category. While the measurements for each aspect or variable are: usefulness of 86.38% (Very Eligible category), ease of use of 81.64% (Very Eligible category), ease of learning of 86.25% (Very Eligible category), and satisfaction of 81.14% (Very Eligible category). So the *website* of Adiluhur Tourism Village has a high level of effectiveness, efficiency and satisfaction.

Keywords: Adiluhur Tourism Village, Usability, USE Questionnaire, Website