ABSTRACT

USABILITY WEBSITE EVALUATION OF PT. PERKEBUNAN NUSANTARA IX USING THE HEURISTIC EVALUATION METHOD

Oleh

Vinka Anindya Laura

18103062

Technological developments make it easier for companies to convey information to the wider community. PT site Perkebunan Nusantara IX (PTPN IX) contains information on downstream products and agro tourism. The initial steps of this research were conducting interviews with website managers and distributing pre-questionnaires to website users. Based on the results of interviews and pre-research, problems were found on the PTPN IX website, including not knowing the speed of access to the website, usability evaluation had not been carried out, lack of initial appearance design, for example, selection of fonts and colors that did not match, incomplete menus, and website. responsiveness is still constrained so that it is not yet known the usability quality of the PTPN IX website and the user experience when accessing the PTPN IX website. The purpose of this study is to analyze and determine the usability of the PTPN IX website, as well as user experience in using the PTPN IX website. The solution to the constraints on the website is evaluated for usability using the Heuristic Evaluation method. This method uses the assessment of 3 evaluators and 100 PTPN IX website users. The website measurement evaluation process uses 10 heuristic aspects which are then assessed on each sub-aspect and vulnerable in the severity rating. The results showed that evaluators 1, 2 and 3 gave PTPN IX website usability ratings with a severity rating of 1 (cosmetic problem category), while based on user ratings they got a severity rating of 2 (cosmetic problem category). Based on research by evaluators and website users, 3 urgent problems were found in the aspects of Aesthetics and Minimalist Design. These three problems are layout, font size, and color which are used as recommendations for improving PTPN IX's website. The solution to solving the existing problems is a recommendation for improvement for the three problems that have been validated by the evaluator.

Kata Kunci : *Heuristic Evaluation,* PTPN IX, Severity Ratings, *Usability, Websie*