

ABSTRACT

WEB-BASED DESIGN OF THE TOURISM INFORMATION SYSTEM OF KAMPUNG WISATA PAPRINGAN USING DESIGN THINKING METHOD

Tourism is one of the important sectors in Indonesia, this can be proven because almost every region has potential tourism assets. Banyumas is one of the cities that utilizes the tourism sector. The Tourism Sector of the Youth, Sport, Culture and Tourism Office is the agency that facilitates the implementation of the tourism sector in the Banyumas area. Papringan Tourism Village is a tourist attraction located in Banyumas. With the management of Papringan Tourism Village which is still conventional, potential tourists outside the area are not familiar with this tourist attraction due to a lack of promotion and marketing facilities. Therefore, it is necessary to take concrete steps for the progress of the Papringan Tourism Village, one of which is by procuring a platform, namely a tourism system website. In making a website, UI/UX design is needed so that the information on the website can be packaged properly and is comfortable for users. The method that can be used in designing UI/UX is Design Thinking. Design using Design Thinking must go through five phases namely Empathize, Define, Ideate, Prototype and Test. In the Test stage, a usability test is carried out using the System Usability Scale method. The results of designing the UI/UX Website Tourism Information System for Kampung Wisata Papringan get a score of 84 or acceptable and perfect in interpreting the results of the SUS score.

Keywords: Dinporabudpar, Papringan Tourism Village, Website, UI/UX, Design Thinking, System Usability Scale