

ABSTRACT

WEB BASED REPORTING UI/UX TICKET DESIGN USING THE THINKING DESIGN METHOD

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Tourism is a promising industry to be developed as a source of income for local governments. One area that has a variety of tourist attractions in the area in Central Java is Kebumen district. The regional apparatus organization that runs affairs regarding tourism in Kebumen is the Tourism and Culture Office, which manages nine tourist objects in Kebumen. Reporting of revenue results in the form of ticket sales from each tourist attraction to the Regency Tourism and Culture Office is still done manually so that it often results in errors in reporting. Based on the following problems, innovation is needed to make it easier to control and report the results of tourist attraction ticket sales. Therefore, this research makes a UI/UX Ticket reporting design and usability testing, the aim is to provide a solution to the problem of reporting ticket sales and drop tickets at the Tourism, Culture and Kebumen Office in the form of a UI/UX Ticket Reporting design. With the UI/UX Ticket Reporting Design, it can provide interfaces and functions that are in accordance with the needs of the Kebumen Tourism and Culture Office, as well as provide a clear picture for programmers in making ticket reporting websites. The design of the UI/UX Ticket Reporting design uses Figma tools and the Design Thinking method with the Emphasize, Define, Ideate, Prototype and Test variables. In the Test variable to test the usability of the UI/UX Ticket Reporting design using the System Usability scale method. The results of this study are in the form of UI/UX Ticket Reporting designs and the calculation results of the System usability scale, which is 76, for an Acceptability rating of 11.8% close to Excellent, Grade scale B, and Acceptability range, namely Acceptable.

Keywords: *Website, User Interface, User Experience, Design Thinking, System Usability Scale*