

ABSTRACT

REDESIGN OF TOURISM WEBSITE BASED ON USER CENTERED DESIGN METHOD AND SYSTEM USABILITY SCALE (Case Study : wisatapemalang.com)

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The development of information technology in Indonesia is growing rapidly in various existing sectors, including the tourism sector. The tourism sector is a sector in the field of government that has a great opportunity to increase the country's foreign exchange. The Pemalang Regency Government together with the Pemalang Regency DISPARPORA have implemented website-based information technology to disseminate information about tourism and culinary objects in Pemalang Regency. This study aims to evaluate and redesign the website from a front-end perspective. Completeness of website content is still the main problem on the Pemalang Regency Tourism website. The User Centered Design (UCD) method was used in developing the design in this study, while the System Usability Scale (SUS) questionnaire was applied for evaluation. Evaluation was carried out twice to 30 respondents, where the first evaluation obtained an average SUS score of 50,08 and the second evaluation was 78,34. The results of this study proved that there was an increase in the average SUS score of 28,26, which means that the design improvements on the website can be well received by users.

Keywords : *Redesign, Tourism Website, User Centered Design, System Usability Scale*