

Perancangan Antar Muka Website Agastya Wedding Jember Menggunakan Metode *Five Planes Of UX* (Face-to-face Design of Agastya Wedding Jember Website Using Five Planes Of UX Method)

Pembimbing (1 Orang).

Mukhamad Angga Gumilang
Study Program of Informatics Engineering
Majoring in Information Technology
Program Studi Teknik Informatika
Jurusan Teknologi Informasi

ABSTRACT

Agastya Wedding is one of the providers of custom backdrop services for weddings and proposals in Jember which is located at Bumi Mangli Permai Housing Block GF No. 5 Jember. Currently Agastya Wedding is still using social media for media promotion and branding, so the pace of business development is still a bit slow and other media are needed for promotion and branding. Website is one of the information technologies that is widely used in the business world, because in the business world the website functions as a branding medium and as a business promotion medium. The purpose of this research is the application of the five planes of UX method in designing the interface of the Agastya Wedding website which can be used as a branding and promotion medium. The second is to evaluate the user experience of the Agastya Wedding website. The Five Planes of method consists of 5 stages, starting from the Strategy Plane, Scope Plane, Structure Plane, Skeleton Plane, and Surface Plane. The testing in this research uses explicit and implicit testing, UEQ online is used for explicit testing, while Google Analytic is used for implicit testing.

Keywords : Website Design, User Interface and User Experience , *Five Planes Of UX*, UEQ *Online*.