

**Perancangan Website Company Profile Untuk Teaching Factory Tax Center Polije Dengan Metode Five Planes Of Ux. (*Design Of Company Profile Website For Teaching Factory Tax Center At Polije Using Five Planes Of UX Methodology*)**

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***ABSTRACT***

*In the current digital era, the presence of a website has become a key tool for organizations and institutions to provide services and disseminate information effectively. This research focuses on the design and development of a website for the Teaching Factory Tax Center at POLIJE (State Polytechnic of Jember), an online tax service center that aims to be not only informative but also enriching for the user experience. The development of the website centers around user-centric principles, utilizing the Five Planes of User Experience (UX) methodology. This method encompasses Strategy, Scope, Structure, Skeleton, and Surface, providing a comprehensive framework to create a website that aligns not only with the institution's goals but also embraces the holistic needs and expectations of users. Throughout the implementation and development process, usability testing is conducted to collect user feedback and refine the user experience. Iterative improvements are made based on the findings, ensuring that the website not only meets strategic goals but also aligns with user expectations. The application of the Five Planes of UX methodology ensures a holistic approach to web design, fostering positive and meaningful interactions between users and the website. This research is expected to contribute to the improvement of efficiency and quality, with a specific focus on the identity and tax-related services of the Teaching Factory Tax Center at the State Polytechnic of Jember.*

***Key words:*** tax center, five planes, user experience