

Implementasi *Design Thinking* Dalam Pengembangan Website Smkn 1
Maesan Menggunakan Metode *Usability Testing*

Tegar Malik Maulana
Progam Studi Teknik Informatika
Jurusan Teknologi Informasi

ABSTRAK

Penelitian ini bertujuan mengembangkan website SMKN 1 Maesan menggunakan metode *Design Thinking* untuk meningkatkan kualitas pengalaman pengguna dan kegunaan (*usability*). Pengembangan dilakukan melalui lima tahapan, yaitu *Empathize*, *Define*, *Ideate*, *Prototype*, dan *Test*. Tahap *Empathize* dilakukan dengan menyebarkan kuesioner dan wawancara kepada 20 responden yang terdiri atas siswa, guru, wali murid, calon siswa, dan operator sekolah untuk mengidentifikasi kebutuhan pengguna. Selanjutnya, hasil analisis digunakan sebagai dasar perancangan website yang kemudian diimplementasikan menggunakan framework Laravel. Pengujian dilakukan menggunakan *Black Box Testing*, *System Usability Scale* (SUS), dan *User Acceptance Testing* (UAT). Hasil penelitian menunjukkan bahwa seluruh fungsi website berjalan sesuai kebutuhan tanpa ditemukan kesalahan fungsional. Nilai SUS meningkat dari skor awal 45,5 pada website lama (*Not Acceptable*) menjadi kategori *Acceptable* dengan tingkat *usability* yang baik. Selain itu, hasil UAT menunjukkan kategori Sangat Layak, yang menandakan website diterima dengan baik dari aspek kemudahan penggunaan, fungsionalitas, kepuasan pengguna, dan kinerja sistem. Dengan demikian, penerapan metode *Design Thinking* berhasil menghasilkan website yang lebih informatif, mudah digunakan, dan sesuai dengan kebutuhan pengguna.

Kata kunci: *Design Thinking*, Website Sekolah, *User Experience*, *Usability Testing*, *System Usability Scale*, *User Acceptance Testing*.

*The Implementation of Design Thinking in the Development of the SMKN 1
Maesan Website Using the Usability Testing Method*

Tegar Malik Maulana

Informatics Engineering Study Program

Department of Information Technology

Abstract

This study aims to develop the SMKN 1 Maesan website using the Design Thinking method to improve user experience and usability. The development process followed five stages: Empathize, Define, Ideate, Prototype, and Test. The Empathize stage involved questionnaires and interviews with 20 respondents, including students, teachers, parents, prospective students, and school administrators, to identify user needs. The findings were used to design and implement the website using the Laravel framework. System evaluation was conducted through Black Box Testing, the System Usability Scale (SUS), and User Acceptance Testing (UAT). The results showed that all website functions operated correctly without functional errors. The SUS score improved from 45.5 on the previous website (Not Acceptable) to the Acceptable category with good usability. In addition, the UAT results indicated that the website was classified as Highly Feasible, demonstrating positive user acceptance in terms of ease of use, functionality, user satisfaction, and system performance. Therefore, the implementation of the Design Thinking method successfully produced a website that is more informative, user-friendly, and aligned with user needs.

Keywords: Design Thinking, School Website, User Experience, Usability Testing, System Usability Scale, User Acceptance Testing.