Peningkatan Usability Website SMK Muhammadiyah 2 Genteng Dengan Metode Design Thinking

(Enhancing Website Usability at SMK Muhammadiyah 2 Genteng Using the Design Thinking Method)

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ABSTRACT

The official website of SMK Muhammadiyah 2 Genteng plays a crucial role as a digital platform for information, promotion, and communication, yet its efficacy was severely constrained by various usability issues including complex navigation flows, unappealing and non-responsive mobile layouts, and difficult access to essential information such as new student admissions (PPDB), department profiles, and alumni tracer studies. This study aims to redesign the website's user interface to become more responsive, informative, and user centered through a Design Thinking approach, while quantitatively evaluating the shift in system usability before and after development using the System Usability Scale (SUS) framework. Executed across five structured phases Empathize, Define, Ideate, Prototype, and Test data collection involved 95 matched respondents derived from Slovin's formula (comprising 4 teachers, 68 active students, and 23 prospective students), where the design evolution progressed from wireframes to High Fidelity UI Design and interactive prototypes in Figma prior to its technical realization using Laravel and MySQL. Usability evaluations yielded a highly significant mean score increase of 35.87 points, ascending from 36.58 in the pre-test to 72.45 in the post-test; this empirical improvement successfully elevated the system's Acceptability Range from Not Acceptable to Acceptable, upgraded its Grade Scale from Grade F to Grade C, and shifted user subjective ratings from Poor/Worst Imaginable to Good, thereby demonstrating that the Design Thinking approach effectively optimizes user efficiency, navigational ease, and overall user satisfaction for the SMK Muhammadiyah 2 Genteng website.

Keyword: *Website, Usability, Design Thinking, System Usability Scale (SUS), User Interface, User Experience.*