

TEGAR TRI WIBOWO, 22.240.0022

PENERAPAN METODE DESIGN THINKING UNTUK REDESAIN UI/UX APLIKASI BERITA RADAR PEKALONGAN BERDASARKAN EVALUASI USABILITY, dibawah bimbingan Dicke JSH Siregar, M.Kom. dan Rizqi Wijonarko, M.Kom.

134 Halaman/ 39 gambar/ 21 tabel/ 2 lampiran/ 16 pustaka (1996-2026)

Abstraksi

Radar Pekalongan merupakan media berita lokal yang menyediakan aplikasi berbasis mobile sebagai sarana penyebaran informasi kepada masyarakat. Namun, aplikasi yang digunakan masih memiliki beberapa permasalahan pada aspek User Interface (UI) dan User Experience (UX), seperti tampilan yang menyerupai website, navigasi yang kurang optimal, pengulangan kategori dan konten berita, indikator pencarian yang belum jelas, serta belum tersedianya fitur personalisasi pengguna. Evaluasi awal menggunakan System Usability Scale (SUS) terhadap 15 responden memperoleh skor 63,67 yang berada di bawah standar usability sebesar 68, sehingga diperlukan perancangan ulang aplikasi. Penelitian ini bertujuan merancang ulang UI/UX aplikasi Radar Pekalongan menggunakan metode Design Thinking yang terdiri atas tahapan Empathize, Define, Ideate, Prototype, dan Test. Data penelitian diperoleh melalui observasi dan wawancara terhadap pengguna serta stakeholder. Hasil analisis diwujudkan dalam bentuk high-fidelity prototype menggunakan Figma, kemudian dievaluasi menggunakan Maze Testing dan System Usability Scale (SUS). Hasil Maze Testing menunjukkan seluruh skenario pengujian berhasil diselesaikan oleh responden dengan Success Rate sebesar 100% dan memperoleh Maze Usability Score (MAUS) sebesar 80, yang menunjukkan tingkat usability prototype berada pada kategori baik. Selain itu, hasil evaluasi SUS setelah redesign memperoleh skor 73,83, meningkat sebesar 10,16 poin dibandingkan kondisi awal. Hasil tersebut menunjukkan bahwa penerapan metode Design Thinking berhasil meningkatkan usability aplikasi serta menghasilkan rancangan UI/UX yang lebih interaktif, responsif, mudah digunakan, dan sesuai dengan kebutuhan pengguna maupun stakeholder.

Kata kunci: *Design Thinking, UI/UX, Aplikasi Berita, Maze Testing, System Usability Scale (SUS).*

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Abstract

Radar Pekalongan is a local news media organization that provides a mobile application as a platform for delivering news and information to the public. However, the existing application still has several issues related to User Interface (UI) and User Experience (UX), including a web-like appearance, inefficient navigation, repetitive news categories and content, unclear search indicators, and the absence of user personalization features. An initial usability evaluation using the System Usability Scale (SUS) involving 15 respondents resulted in a score of 63.67, which is below the average usability benchmark of 68, indicating the need for redesign. This study aims to redesign the UI and UX of the Radar Pekalongan application using the Design Thinking method, which consists of five stages: Empathize, Define, Ideate, Prototype, and Test. Data were collected through observations and interviews with users and stakeholders. The design process resulted in a high-fidelity prototype developed using Figma, which was then evaluated through Maze Testing and the System Usability Scale (SUS). The Maze Testing results showed that all test scenarios were successfully completed by the participants, achieving a 100% success rate and an overall Maze Usability Score (MAUS) of 80, indicating that the prototype demonstrated good usability. Furthermore, the SUS evaluation after the redesign yielded a score of 73.83, representing an improvement of 10.16 points compared to the initial evaluation. These findings indicate that the implementation of the Design Thinking method successfully improved the application's usability and produced a UI/UX design that is more interactive, responsive, user-friendly, and aligned with the needs of both users and stakeholders.

Keywords: *Design Thinking, UI/UX, News Application, Maze Testing, System Usability Scale (SUS).*