ABSTRAK

Agatha Putra Yudha Purnomo, 2024. Evaluasi UX & UI Pada website SMAN 1 Maospati Menggunakan Metode *Heuristic*. *Skripsi*. Sistem Informasi, FT, Universitas PGRI Madiun. Pembimbing (I) Andria, S.Kom., M.Kom. (II) Dimas Setiawan, S.Kom., M.Kom.

SMAN 1 Maospati merupakan salah satu Sekolah Menengah Atas Negeri yang ada di Provinsi Jawa Timur, Indonesia.. SMAN 1 Maospati adalah salah satu sekolahan yang sudah memiliki *website* yang bertujuan untuk memperkenalkan dan memikat Masyarakat sekitar agar anak-anak nya dapat mendaftarkan diri di SMAN 1 Maospati. Pada penelitian yang dilakukan oleh penulis, setelah penulis melakukan wawancara kepada Bapak Windy selaku guru IT di SMAN 1 Maospati, penulis menemukan permasalahan yang terjadi di SMAN 1 Maospati yang dimana kurang minat nya siswa dan guru dalam menggunakan *website* sekolah dengan maksimal, maka dari itu penulis mengangkat permasalahan ini untuk di lakukannya evaluasi pada website, untuk mengetahui tingkat pengalaman pengguna (*User Experience)* dan tingkat kualitas antarmuka (*User Interface)* saat responden menggunakan website SMAN 1 Maospati, yang nantinya penulis menyediakan rekomendasi desain yang bisa menjadi bahan pertimbangan dari pihak sekolah. Dalam menentukan metode yang akan digunakan, penulis mencari referensi dari berbagai jurnal, dan akhirnya penulis memutuskan untuk menggunakan metode evaluasi *heuristic* untuk mengevaluasi website SMAN 1 Maospati. Pada penelitian yang sudah di lakukan penulis, penulis menemukan tingkat kualitas (*user interface)* pada website sekolah yang memiliki kategori

netral, yang dimana kategori netral mendeskripsikan bahwa terdapat potensi masalah yang dapat menyulitkan pengguna, selain *user interface,* penulis juga menemukan tingkat pengalaman (*user experience)* dari pendapat responden dari setiap aspek dimana dari aspek *consistency and standarts* mendapatkan nilai 62,28% yang dinyatakan **layak**, *Aesthetic and minimalist* mendapatkan nilai 59,97% yang dinyatakan **cukup layak,** *Help and documentation* yang mendapatkan nilai 59,97%. Yang dinyatakan **cukup layak.**

Kata kunci: *Heuristic Evaluation, user Interface, User Experience, Website* Sekolah, SMAN 1 Maospati

ABSTRACT

Agatha Putra Yudha Purnomo, 2024. UX & UI Evaluation on the SMAN 1 Maospati website using the Heuristic Method. Thesis. Information Systems, FT, PGRI University of Madiun. Supervisor (I) Andria, S.Kom., M.Kom. (II) Dimas Setiawan, S.Kom., M.Kom.

SMAN 1 Maospati is one of the State Senior High Schools in East Java Province, Indonesia. A website is an important thing for an agency or institution today, because the website is one of the identities of the agency or institution so that it is known by many people. SMAN 1 Maospati is one of the schools that already has a website which aims to introduce and attract the local community so that their children can register at SMAN 1 Maospati. In the research conducted by the author, after the author conducted an interview with Mr. Windy as an IT teacher at SMAN 1 Maospati, the author discovered a problem that occurred at SMAN 1 Maospati which was a lack of interest among students and teachers in using the school website optimally, therefore the author raised this issue to carry out an evaluation on the website, to determine the level of user experience (User Experience) and the quality of the interface (User Interface) when respondents used the SMAN 1 Maospati website, which later the author provided design recommendations that could be taken into consideration by the school. In determining the method to be used, the author looked for references from various journals, and finally the author decided to use the heuristic evaluation method to evaluate the SMAN 1 Maospati website. In the research that the author has carried out, the author found the level of user interface on school websites which

has a neutral category, where the neutral category describes that there are potential problems that can make it difficult for users. Apart from the user interface, the author also found the level of user experience from the opinions of respondents from each aspects on page 40 where the consistency and standards aspect gets a score of 62.28% which is declared worthy, Aesthetic and minimalist gets a score of 59.97% which is declared quite decent, Help and documentation which gets a score of 59.97%. Which is stated to be quite feasible.