

ABSTRAK

Perkembangan teknologi informasi mendorong instansi pemerintah untuk meningkatkan kualitas pelayanan publik melalui sistem informasi berbasis website. Sistem Informasi Satpol PP dan Pemadam Kebakaran Kabupaten Madiun masih memiliki beberapa kendala pada aspek *usability*, seperti tampilan antarmuka, navigasi, dan penyajian informasi. Penelitian ini bertujuan untuk mengukur tingkat *usability* sistem menggunakan metode *System Usability Scale* serta merancang rekomendasi perbaikan antarmuka menggunakan pendekatan *Design Thinking*. Penelitian ini menggunakan metode *mixed methods* dengan teknik pengumpulan data melalui observasi, wawancara, dan penyebaran kuesioner kepada 86 responden yang dipilih menggunakan *simple random sampling*. Data dianalisis menggunakan perhitungan, kemudian hasilnya dijadikan dasar dalam tahapan *Design Thinking*, yaitu *empathize*, *define*, *ideate*, *prototype*, dan *test*. Hasil penelitian menunjukkan nilai rata-rata sebesar 71,59, yang termasuk kategori *Acceptable*, *Grade C*, dan *Adjective Rating Good*. Berdasarkan hasil tersebut, dirancang prototype antarmuka yang lebih sederhana, terstruktur, dan berorientasi pada kebutuhan pengguna. Hasil pengujian menunjukkan bahwa prototype memperoleh tanggapan positif dari pengguna. Dengan demikian, penerapan metode *System Usability Scale* dan *Design Thinking* efektif dalam mengevaluasi serta menghasilkan rekomendasi perbaikan Sistem Informasi Satpol PP dan Pemadam Kebakaran Kabupaten Madiun.

Kata Kunci: *System Usability Scale*, *Design Thinking*, *usability*, sistem informasi.

ABSTRACT

Advancements in information technology are driving government agencies to enhance the quality of public services through web-based information systems. The Information System for the Madiun Regency Public Order Agency Satpol PP and Fire Department currently faces usability challenges regarding its interface design, navigation, and information presentation. This study aims to measure the system's usability using the System Usability Scale method and to formulate interface improvement recommendations using the Design Thinking approach. A mixed-methods research design was employed, with data collected through observation, interviews, and questionnaires distributed to 86 respondents selected via simple random sampling. The data were analyzed quantitatively, and the results informed the Design Thinking stages: empathize, define, ideate, prototype, and test. The study yielded an average score of 71.59, placing the system in the "Acceptable" category with a "Grade C" and a "Good" adjective rating. Based on these findings, an interface prototype was designed to be simpler, more structured, and user-centric. Testing indicated that the prototype received positive feedback from users. Thus, the application of the System Usability Scale and Design Thinking proved effective in evaluating the system and generating improvement recommendations for the Madiun Regency Satpol PP and Fire Department Information System.

Keywords: System Usability Scale, Design Thinking, usability, information system.