

ABSTRAK

Roni Frans David Simbolon, NIM : 7203250025. "Perancangan *User Interface (Ui)* Dan *User Experience (Ux)* Prototype Website Pada Usaha Pondok Kolding Pangururan". Jurusan Manajemen, Program Studi Bisnis Digital, Fakultas Ekonomi, Universitas Negeri Medan.

Pondok Kolding adalah usaha yang bergerak dibidang makanan dan minuman. Telah berdiri selama sembilan tahun, namun usaha ini belum memiliki sarana publikasi atau promosi, sehingga Pondok Kolding hanya dikenal dan populer didaerah sekitar saja. Melihat kondisi tersebut, muncul sebuah inovasi berupa perancangan *UI/UX prototype website* untuk usaha ini dengan tujuan memudahkan promosi, menyebarkan informasi lebih luas, dan meningkatkan pemasaran melalui media promosi yang lebih efektif dan efisien. Peneliti menggunakan metode *Design thinking* dalam perancangan *prototype website* dengan lima tahapan design yang meliputi *emphatize*, *desine*, *ideate*, *prototype*, dan *test*. Hasil dari penelitian ini berupa Desain *prototype website* dengan tiga halaman utama yaitu halaman *Home*, halaman *Daftar Menu* dan halaman *Contact Us*. Pengujian *Usability Testing* dilakukan dengan tools *UEQ (User Experience Questionnaire)* terhadap 30 partisipan dan didapatkan hasil bahwa rancangan *prototype website* mendapatkan nilai *good* (1,69) pada aspek *attractiveness* (1,69), *exceleent* pada aspek *perspicuity* (2,12), *good* pada aspek *efficiency* (1,68), *good* pada aspek *dependability* (1,50), *Above Average* pada aspek *stimulation* (1,32) dan terakhir *above average* pada aspek *novelty* (0,97).

Kata Kunci : *User Interface, User Experience, Design Thinking, UEQ.*

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ABSTRACT

Roni Frans David Simbolon, NIM: 7203250025. "Designing a Prototype of the User Interface (UI) and User Experience (UX) of the Website at Pondok Kolding Pangururan Business". Department of Management, Digital Business Study Program, Faculty of Economics, State University of Medan.

Pondok Kolding was a food and beverage small medium enterprises that had been operating for nine years. Despite its long-standing presence, the business had not yet implemented any publication or promotional strategies, so Pondok Kolding was only known and popular in the surrounding area.. To address this, an innovative approach was undertaken involving the design of a UI/UX prototype website. The primary objective of this website was to facilitate easier promotion, broader dissemination of information, and enhanced marketing through more effective and efficient promotional channels. The researcher employed the Design thinking methodology in the development of the prototype website. This methodology involved five distinct stages: empathize, design, ideate, prototype, and test. The outcome of this research was a prototype website comprising three primary pages: a Homepage, a Menu List page, and a Contact Us page. To evaluate the usability of the prototype, a usability testing was conducted using the UEQ (User Experience Questionnaire) tool on a sample of 30 participants. The results indicated that the prototype website received a positive evaluation. Specifically, it achieved a 'good' rating in terms of attractiveness (1.69), an 'excellent' rating in terms of perspicuity (2.12), and a 'good' rating in terms of efficiency (1.68), dependability (1.50), and stimulation (1.32). Lastly, it received an 'above average' rating for novelty (0.97).

Keywords: User Interface, User Experience, Design Thinking, UEQ."

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