

## DAFTAR ISI

|                                                        |           |
|--------------------------------------------------------|-----------|
| KATA PENGANTAR.....                                    | i         |
| DAFTAR ISI.....                                        | iv        |
| DAFTAR TABEL .....                                     | vi        |
| DAFTAR GAMBAR.....                                     | vii       |
| DAFTAR LAMPIRAN.....                                   | viii      |
| <b>BAB I PENDAHULUAN.....</b>                          | <b>1</b>  |
| 1.1 Latar Belakang Masalah .....                       | 1         |
| 1.2 Identifikasi Masalah.....                          | 6         |
| 1.3 Rumusan Masalah.....                               | 7         |
| 1.4 Tujuan.....                                        | 7         |
| 1.5 Manfaat .....                                      | 7         |
| 1.6 Batasan Masalah .....                              | 8         |
| <b>BAB II KAJIAN PUSTAKA.....</b>                      | <b>9</b>  |
| 2.1 Kerangka Teoritis .....                            | 9         |
| 2.1.1 Perancangan.....                                 | 9         |
| 2.1.2 <i>Prototype</i> .....                           | 9         |
| 2.1.3 Website .....                                    | 10        |
| 2.1.4 <i>User Interface</i> (UI) .....                 | 12        |
| 2.1.5 <i>User Experience</i> (UX) .....                | 12        |
| 2.1.6 CMS Wordpress.....                               | 16        |
| 2.1.7 <i>User Experience Questionnaire</i> (UEQ) ..... | 18        |
| 2.2 Penelitian Releyan.....                            | 19        |
| <b>BAB III METODE PENELITIAN .....</b>                 | <b>22</b> |
| 3.1 Metode <i>Design Thinking</i> .....                | 22        |
| 3.1.1 <i>Empathize</i> .....                           | 23        |
| 3.1.2 <i>Define</i> .....                              | 26        |
| 3.1.3 <i>Ideate</i> .....                              | 26        |
| 3.1.4 <i>Prototype</i> .....                           | 27        |

|                                                   |           |
|---------------------------------------------------|-----------|
| 3.1.5 <i>Testing</i> .....                        | 28        |
| 3.2 Lokasi Penelitian dan Waktu penelitian .....  | 31        |
| 3.2.1 Lokasi Penelitian.....                      | 31        |
| 3.2.2 Waktu Penelitian.....                       | 31        |
| 3.3 Alur Penelitian.....                          | 32        |
| <b>BAB IV ANALISIS DAN PERANCANGAN .....</b>      | <b>33</b> |
| 4.1 Penerapan Metode <i>Design Thinking</i> ..... | 33        |
| 4.1.1 Empathize .....                             | 33        |
| 4.1.2 Define.....                                 | 35        |
| 4.1.3 <i>Ideate</i> .....                         | 38        |
| 4.1.4 <i>Prototyping</i> .....                    | 39        |
| 4.1.5 <i>Testing</i> .....                        | 44        |
| 4.2 Hasil dan Pembahasan .....                    | 48        |
| <b>BAB V KESIMPULAN DAN SARAN.....</b>            | <b>53</b> |
| 5.1 Kesimpulan.....                               | 53        |
| <b>DAFTAR PUSTAKA.....</b>                        | <b>55</b> |

THE  
*Character Building*  
 UNIVERSITY