

**ANALISIS *USER EXPERIENCE* DAN *REDESIGN* ANTARMUKA
WEBSITE PORTAL BERITA *ONLINE* DENGAN METODE
USER CENTERED DESIGN (UCD)(STUDI KASUS: CAKRAWALA.CO)**

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ABSTRAK

Cakrawala.co merupakan salah satu media *online* yang telah menggunakan *website* untuk penyajian berita secara daring. *Website* Cakrawala.co memiliki fungsi yaitu untuk mempermudah masyarakat dalam mendapatkan berita terkini baik berita nasional maupun internasional. Namun *website* Cakrawala.co yang pada saat ini telah dibangun tidak memperhatikan bagaimana *website* tersebut bisa dengan mudah untuk dipahami serta digunakan oleh pengguna melainkan hanya berfokus dalam penyajian berita. Maka dari itu perlu dilakukannya penilaian tingkat *usability* pada *website*, tingkat *usability* yang baik pada *website* merupakan hal yang harus dicapai agar *website* tersebut dapat dengan mudah dipahami dan digunakan oleh pengguna. Dalam penelitian ini, menggunakan metode *User Centered Design* agar dapat memenuhi kebutuhan pengguna dalam bentuk kuesioner, *survey* dan *prototyping* serta penilaian tingkat *usability* menggunakan perhitungan *System Usability Scale* (SUS). Penelitian ini memiliki hasil berupa meningkatnya nilai *usability* sebanyak 37,5% dan menghasilkan rekomendasi bentuk *website* yang telah di-*redesign* yang diharapkan dapat meningkatkan efektifitas dan efisiensi dari *website* tersebut.

Kata Kunci : *User Centered Design*, Portal berita, *Redesign*, Cakrawala.co, *Website*, *Prototyping*.

***USER EXPERIENCE ANALYSIS AND WEBSITE INTERFACE REDESIGN
OF ONLINE NEWS PORTAL WITH USER CENTERED DESIGN (UCD)
METHOD (CASE STUDY : CAKRAWALA.CO)***

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ABSTRACT

Cakrawala.co is one of the media that has used website to present news via online. Cakrawala.co website itself possesses a function that is to ease the access of up-to-date news, nationally and internationally, to public eyes in a widespread way. However, Cakrawala.co, as it stands now, was built with not paying attention on how said website could be easily understood and used by their own users, as it was instead simply focusing on how they can present their news. That's why it is needed to evaluate the usability level on the website, where a good degree of usability level must be reached by the website to ensure their users can easily understand and utilize their website properly. In this research, we're using User Centered Design method in order to be able to fulfil the needs of user, in form of questionnaire, survey and prototyping, as well as evaluating usability level by calculating with the method of System Usability Scale (SUS). This research provides a result, which is in the form of the increased rate of usability value as much as 37,5%, and provides recommendation for the user interface of the website, which consists of redesigns of the website's user interface in hope to increase the effectiveness and efficiency of said website.

Keywords : User Centered Design, News Portal, Redesign, Cakrawala.co, Website, Prototyping