

## DAFTAR ISI

LEMBAR PENGESAHAN .....	ii
LEMBAR PERNYATAAN ORISINALITAS .....	iii
ABSTRAK .....	iv
ABSTRACT .....	v
KATA PENGANTAR .....	vi
DAFTAR ISI .....	vii
DAFTAR GAMBAR .....	x
DAFTAR TABEL .....	xi
DAFTAR SINGKATAN .....	xiii
Bab I Pendahuluan .....	1
I.1 Latar Belakang .....	1
I.2 Perumusan Masalah .....	4
I.3 Tujuan Penelitian .....	4
I.4 Manfaat Penelitian .....	4
I.5 Batasan Masalah .....	5
I.6 Sistematika Penulisan .....	5
Bab II Kajian Teori .....	7
II.1 <i>E-commerce</i> .....	7
II.1.1 Definisi <i>E-commerce</i> .....	7
II.1.2 <i>E-commerce Model</i> .....	8
II.1.3 Bukalapak .....	9
II.1.3.1 Visi Bukalapak .....	10
II.1.3.2 Misi Bukalapak .....	10
II.2 Aksesibilitas .....	10
II.2.1 Pengertian Aksesibilitas .....	10
II.3 Disabilitas Penglihatan .....	11
II.3.1 <i>Low Vision</i> .....	11
II.4 WCAG ( <i>Web Content Accessibility Guidelines</i> ) 2.1 .....	12
II.4.1 Definisi WCAG 2.1 .....	12
II.4.2 WCAG 2.1 <i>Principles</i> .....	12
II.5 WAVE <i>Web Accessibility Evaluation Tool</i> .....	14

II.6 Usability Testing.....	14
II.7 System Usability Scale (SUS).....	15
II.8 Single Ease Questions (SEQ).....	16
II.9 UI/UX.....	16
II.10 Semi-structured Interviews.....	17
II.11 Persona.....	18
II.12 Screen Reader.....	19
II.13 Adobe Xd.....	19
II.14 Inclusive Design.....	20
II.15 Perbandingan <i>Inclusive Design</i> dan <i>Universal Design</i> .....	21
II.16 Alasan Pemilihan Metode.....	21
II.16.1 Metode <i>Inclusive Design</i> .....	21
II.17 <i>State of The Art</i> .....	22
Bab III Metodologi Penelitian.....	25
III.1 Konseptual Model.....	25
III.2 Sistematika Penelitian.....	26
III.2.1 Tahap Pendahuluan.....	26
III.2.2 <i>Inclusive Design</i> .....	26
III.2.3 Tahap Penutup.....	28
Bab IV Analisis dan Perancangan.....	30
IV.1 Tahap <i>Manage</i> .....	30
IV.1.1 <i>Review Progress &amp; Plan Next Steps</i> .....	30
IV.1.2 <i>Refine Product Goals</i> .....	30
IV.2 Tahap <i>Evaluate 1</i> .....	31
IV.2.1 <i>Review Criteria</i> .....	31
IV.3 Tahap <i>Explore</i> .....	42
IV.3.1 <i>Observe User</i> .....	42
IV.3.1.1 Wawancara.....	42
IV.3.1.2 Kesimpulan dari Hasil Wawancara.....	44
IV.3.2 <i>Generate Personas</i> .....	46
IV.3.3 <i>Describe User Journeys</i> .....	47
IV.3.3.1 Perancangan <i>Usecase</i> .....	47

IV.3.3.2 Deskripsi <i>User Journey</i> .....	49
IV.3.4 <i>Capture Need List</i> .....	54
IV.3.4.1 Analisis Daftar Kebutuhan Pengguna.....	54
Bab V Implementasi.....	56
V.1 Tahap <i>Create</i> .....	56
V.1.1 <i>Develop Concepts</i> .....	56
V.1.1.1 Perancangan <i>Wireframe</i> .....	56
V.1.2 <i>Make Prototypes</i> .....	67
V.1.2.1 <i>User Interface Design Aplikasi</i> .....	67
V.1.2.2 Implementasi WCAG 2.1 .....	80
V.1.2.3 Hasil Pengujian WAVE .....	85
V.2 Tahap <i>Evaluate 2</i> .....	86
V.2.1 <i>Test With User</i> .....	86
V.2.1.1 Perencanaan <i>Testing</i> .....	86
V.2.1.2 Proses <i>Testing</i> .....	87
V.2.1.3 Kendala <i>Testing</i> .....	88
V.2.1.4 SEQ .....	88
V.2.1.5 SUS .....	89
V.2.3 <i>Present Evidence</i> .....	91
V.2.3.1 Hasil Pengujian SEQ.....	92
V.2.3.2 Hasil Pengujian SUS .....	93
BAB VI KESIMPULAN DAN SARAN .....	96
VI.1 Kesimpulan .....	96
VI.2 Saran .....	96
DAFTAR PUSTAKA .....	97
LAMPIRAN.....	100
LAMPIRAN A DOKUMENTASI SURVEI .....	101
LAMPIRAN B HASIL PENGUJIAN APLIKASI .....	106
LAMPIRAN C DOKUMENTASI PENGUJIAN APLIKASI.....	112
LAMPIRAN D HASIL PENGUJIAN WAVE .....	115