

ABSTRACT

Indonesia is famous for the field of tourism. The Tourism on Indonesia contribute 13.9% of national income per capita. Ministry of Tourism Republic of Indonesia have a role in promoting Indonesian tourism abroad by using the media in the form of the official site of Indonesian tourism. On the official tourism website of Indonesia owned by KEMENPAR contains information about tourism on Indonesia. However, there is a problem in the user interface of Indonesian tourism sites. Based on previous research, found the problem in structured pages. In another study, found some problems in the user interface of Indonesian tourism websites. Problems obtained by respondents in this study are less impressive design, less structured navigation and no main content on the home page that offers important information. In the results of usability testing, Indonesian tourism sites still have a low usability value. So it can be concluded Indonesian tourism website still has a user interface that is less and has not fulfilled the elements of usefulness, therefore it needs to be designed recommendations user interface Indonesian tourism website that focuses on the needs of users on interface Indonesia tourism. From the results of usability test will be generated recommendation of Indonesian tourism website user interface by using User Centered Design method that can fulfilled to user and the value of usability on tourism sites by solving usability problems and has improved usability. Value on the user interface of the Indonesian tourism website. In addition, the usability value obtained by the User Centered Design method and the QUIM (Quality in Use Integrated Measurement) usability testing method is 67.3% or an increase of 13.10% of the initial value of the usability test of 59.5%.

Keyword: Website, Tourism, User Interface, User Centered Design, Usability, QUIM (Quality in Use Integrated Measurement).