

## **ABSTRACT**

The use of mobile devices is currently increasing compared to recent years. The tendency for flexibility of access or use becomes the main offer for mobile device users. Flexibility given one of them in the form of mobile device ease of displaying and accessing the website through mobile device browser which is easier and faster than using Personal Computer. However, there are still obstacles for mobile device users to access the website. Website that refers to fixed width design produces a good look on the PC Desktop but on mobile device website still requires additional interaction in the form of zooming on elements of the website, such as on the website of KPBS Pangalengan in Bandung regency. This allows for information to be missed when not zooming on the elements of the website. In addition to the missing information, the user is psychologically difficult to understand the user interface of the website so that the need for an adjustment on the mobile device display. This study uses User Centered Design method as a reference and will be assessed based on usability testing which consists of ease of use, ease of learning, success rate, ease of reading sentence, and content suitability. The instrument of research is observation to Personnel Manager and General Administration and interview to related work unit staff to get data about persona and mental model of user to various device resolution which will be used for reference in making case study prototype as well as at final stage used questionnaire research instrument for Analyze and determine the success of research.

Keywords: Responsive, website, user interface, persona, mental model