

ABSTRACT

DESIGNING LINE BOT FOR LAUNDRY STARTUP MESSAGE DELIVERY SERVICES "TOGUIDE" USING USER CENTERED DESIGN METHOD

**(Case Study of Laundry Delivery Service for Telkom University Campus
Area)**

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In this globalization era, advances in information technology are developing very fast. This also applies to Micro, Small, and Medium Enterprises (MSMEs), the rapid use of Information Technology can help and support the businesses of MSME players. UMKM is one of the efforts that can boost the Indonesian economy. To improve maximum service, a system in the form of a Point of Sales (POS) included with a chatbot line aims to facilitate payment transactions, monthly financial reports, and record income and expenses that can be used by MSME actors as well as managing fast customer service. The growth in the number of Telkom University students from year to year encourages MSMEs' growth around the Telkom University area. The business that is growing rapidly is a business that focuses on laundry services. The increase in the number of laundry and students encourages shopkeepers to innovate by providing message services between the laundry around the Telkom University area, which can be ordered via social messenger such as WhatsApp, LINE SMS. The conventional way of marketing by distributing brochures to students is the ToGuide startup background, which is an alternative solution for laundry service entrepreneurs. With students in making transactions between laundry messages in the form of a chatbot service. To make it easier for students to place laundry orders through the LINE Bot startup ToGuide, ToGuide compared the chatbot design that had a good usability score. The method used is a user-centered design using the LINE Front-end framework as the design medium and the usability scale (SUS) system as the usability standard in the startup ToGuide

LINE Bot design. This approach produces two usability scores from the design, which serve as the main design recommendations. Designs that use the LINE Front-end Framework (LIFF) have a greater score with a total SUS score of 94.3 with the first chatbot existing is 50. classified as excellent with design grade B, which means the user can accept it.

Keywords: chatbot, user-centered design, system usability scale, user experience, user interface, delivery service.