

DAFTAR ISI

ABSTRAK.....	ii
LEMBAR PENGESAHAN.....	iii
LEMBAR PERNYATAAN ORISINALITAS.....	i
KATA PENGANTAR.....	ii
DAFTAR ISI	iii
DAFTAR GAMBAR.....	vii
DAFTAR TABEL	ix
DAFTAR LAMPIRAN	xi
DAFTAR ISTILAH.....	xii
BAB I PENDAHULUAN	1
I.1 Latar Belakang.....	1
I.2 Perumusan Masalah	4
I.3 Tujuan Penelitian	4
I.4 Batasan Penelitian.....	4
I.5 Manfaat Penelitian	4
BAB II TINJAUAN PUSTAKA.....	5
II.1 <i>e-Marketplace dan e-Commerce</i>	5
II.2 <i>UI/UX Design</i>	6
II.3 <i>Front-End</i>	6
II.4 <i>Back-End</i>	6
II.5 <i>Business Model Canvas</i>	7
II.6 <i>Entity Relationship Diagram (ERD)</i>	8
II.7 <i>Design Thinking</i>	8

II.8	<i>User Centered Design</i>	10
II.9	<i>Design System</i>	12
II.10	<i>Prototyping</i>	12
II.11	Aplikasi Perancangan yang Digunakan.....	12
II.11.1	Figma	12
II.11.2	Maze.....	12
II.12	Website.....	13
II.13	Sistem	13
II.14	<i>HTML</i>	13
II.15	<i>CSS</i>	13
II.16	<i>Javascript</i>	13
II.17	<i>Usability Testing</i>	14
II.18	<i>Screen Usability Score (SCUS)</i>	14
II.19	<i>Black Box Testing</i>	14
II.20	Analisis Perbandingan Metode.....	16
II.21	Penelitian Terdahulu	18
II.22	Kelebihan Penelitian	20
BAB III	METODOLOGI PENELITIAN	21
III.1	Kerangka Pemecahan Masalah / Pengembangan Model Konseptual	21
III.2	Sistematika Penyelesaian Masalah.....	22
III.2.1	Tahap Awal.....	24
III.2.2	<i>Empathize</i>	24
III.2.3	<i>Define</i>	24
III.2.4	<i>Ideate</i>	24
III.2.5	<i>Prototype</i>	25

III.2.6	<i>Testing</i>	25
III.2.7	<i>Deployment</i>	25
III.2.8	Tahap Akhir	25
III.3	Alasan Pemilihan Metode	26
III.4	Pengumpulan Data	26
III.5	Pengolahan Data	26
III.6	Metode Evaluasi	26
BAB IV	Analisis dan Perancangan	27
IV.1	Analisis dan Perancangan Bisnis	27
IV.1.1	Analisis Model Bisnis	27
IV.1.2	Analisis Kelayakan Bisnis	31
IV.1.3	Analisis Kompetitor	36
IV.2	Analisis dan Perancangan Sistem <i>e-Marketplace</i>	37
IV.2.1	<i>Empathize</i>	37
IV.2.2	<i>Define</i>	46
IV.2.3	<i>Ideate</i>	49
IV.3	Analisis Sistem	50
IV.3.1	<i>Use Case Diagram</i>	50
IV.3.2	<i>Activity Diagram</i>	58
BAB V	IMPLEMENTASI DAN PENGUJIAN	65
V.1	<i>Prototype</i>	65
V.1.1	<i>Design System</i>	65
V.1.2	<i>Design User Interface Hight Fidelity</i>	69
V.1.3	<i>Prototype Figma</i>	74
V.2	<i>Test</i>	75

V.2.1	<i>Usability Testing</i>	75
V.3	Implementasi.....	84
V.3.1	Implementasi <i>Front-end</i>	84
V.3.2	<i>Blackbox Testing</i>	86
BAB VI	KESIMPULAN DAN SARAN.....	93
VI.1	Kesimpulan.....	93
VI.2	Saran.....	93
	Daftar Pustaka.....	94
	Lampiran.....	97