

Abstract

Good communication can make the information provided smooth and easy to reach. For children at the elementary school level (SD) especially in grades 1 to 3 it is still difficult to listen or convey good information, so teachers at schools must provide information directly to parents so that the information provided is conveyed properly. SDIT Tariq Bin Ziyad uses the Whatsapp application as a communication tool between teachers and parents. However, the media still causes several problems, such as teachers who find it difficult when they have to reply to messages one by one from parents asking for grades, bills, and the progress of their students. From the existing problems, a communication media is needed that can help the school communicate with parents without having to experience difficulties when providing information. The method used to design this media communication is to use Goal-Directed Design (GDD) because this method can identify each user's role, characteristics, abilities, and needs. The finished design will be checked and tested using the System Usability Scale (SUS) method, maze design, and follow-up interviews. The results of the interviews that have been conducted have found that there are several problems that hinder communication at the school. After evaluating using SUS, the percentage of results obtained is 88% for the parent display, 82% for the teacher view, and 87.5% for the administration view, and the results of the maze design get good feedback from users when using the prototype. By using the GDD method, you can add more about the user and the results of the design that is made according to the user's needs, thus making the user feel happy and helped by the design of the application that has been designed.

Keywords : *Goal-Directed Design, System Usability Scale, Communication Media, Maze Design*
