

## **DAFTAR ISI**

Abstrak .....	i
Abstract .....	ii
Lembar Pengesahan .....	iii
Lembar Orisinalitas.....	iv
Kata Pengantar .....	v
Lembar Persembahan .....	vi
Daftar Isi.....	vii
Daftar Gambar.....	xiii
Daftar Tabel .....	xix
Daftar Lampiran .....	xxiv
Daftar Istilah.....	xxvi
Bab I   Pendahuluan .....	1
I.1   Latar Belakang .....	1
I.2   Perumusan Masalah.....	5
I.3   Tujuan Penelitian.....	5
I.4   Batasan Penelitian .....	6
I.5   Manfaat Penelitian.....	6
Bab II   Tinjauan Pustaka .....	7
II.1   Halal di Korea Selatan.....	7
II.2   User Interface .....	8
II.3   User Experience .....	11
II.4   Design Thinking .....	14
II.4.1   Empathize.....	15
II.4.2   Define .....	17
II.4.2.1   User Persona .....	17

II.4.2.2	Customer Journey Map .....	17
II.4.3	Ideate .....	18
II.4.3.1	Information Architecture .....	19
II.4.3.2	User Flow .....	19
II.4.4	<i>Prototype</i> .....	20
II.4.4.1	<i>Low-Fidelity Prototype</i> .....	20
II.4.4.2	<i>High-Fidelity Prototype</i> .....	21
II.4.5	Usability Testing .....	22
II.4.5.1	Pengujian Maze.....	24
II.4.5.2	Pengujian Software Usability Scale (SUS).....	25
II.4.6	Implement .....	27
II.5	Penelitian Terdahulu.....	27
Bab III	Metodologi Penelitian.....	30
III.1	Model Konseptual .....	30
III.2	Sistematika Penyelesaian Masalah .....	32
III.3	Alasan Pemilihan Metode.....	33
III.4	Pengumpulan Data .....	34
III.5	Proses Pengembangan Produk.....	34
III.5.1	Tahap Identifikasi.....	35
III.5.2	Tahap Design .....	35
III.5.3	Tahap Implementasi .....	36
III.6	Metode Evaluasi .....	36
III.7	Rencana Jadwal Kegiatan.....	36
Bab IV	ANALISIS DAN PERANCANGAN .....	39
IV.1	Analisis Kompetitor .....	39
IV.2	Perancangan Aplikasi Halal <i>Tourism</i> .....	40

IV.2.1 Empathize.....	40
IV.2.1.1 Wawancara.....	40
IV.2.1.1.1 Pihak Wisatawan .....	40
IV.2.1.1.2 Pihak Restoran .....	45
IV.2.1.1.3 Pihak <i>Driver</i> .....	46
IV.2.1.2 Empathy Map.....	47
IV.2.1.2.1 Pihak Wisatawan .....	48
IV.2.1.2.2 Pihak Restoran .....	50
IV.2.1.2.3 Pihak Driver .....	51
IV.2.2 Define.....	52
IV.2.2.1 User Persona .....	52
IV.2.2.1.1 Pihak Wisatawan .....	53
IV.2.2.1.2 Pihak Restoran .....	53
IV.2.2.1.3 Pihak Driver .....	54
IV.2.2.2 Customer Journey Map.....	55
IV.2.2.2.1 Pihak Wisatawan .....	56
IV.2.2.2.2 Pihak Restoran .....	59
IV.2.2.2.3 Pihak Driver .....	61
IV.2.3 Ideate.....	62
IV.2.3.1 Brainstorming .....	63
IV.2.3.1.1 Pihak Wisatawan .....	63
IV.2.3.1.2 Pihak Restoran .....	64
IV.2.3.1.3 Pihak Driver .....	65
IV.2.3.2 Analisis GAP .....	66
IV.2.3.2.1 Pihak Wisatawan .....	66
IV.2.3.2.2 Pihak Restoran .....	69

IV.2.3.2.3 Pihak Driver .....	71
IV.2.3.3 <i>Information Architecture</i> .....	72
IV.2.3.3.1 <i>Information Architecture</i> Aplikasi Untuk Pihak Wisatawan .....	72
IV.2.3.3.2 <i>Information Architecture</i> Aplikasi Untuk Pihak Restoran..	76
IV.2.3.3.3 <i>Information Architecture</i> Aplikasi Untuk Pihak Driver.....	78
IV.2.3.4 <i>User Flow</i> .....	79
IV.2.3.4.1 <i>User Flow</i> Aplikasi Pihak Wisatawan .....	79
IV.2.3.4.2 <i>User Flow</i> Aplikasi Untuk Pihak Restoran.....	82
IV.2.3.4.3 <i>User Flow</i> Aplikasi Untuk Pihak <i>Driver</i> .....	85
IV.2.3.5 <i>Use Case Diagram</i> .....	86
IV.2.3.5.1 <i>Use Case Diagram</i> Wisatawan .....	86
IV.2.3.5.2 <i>Use Case Diagram</i> Pihak Restaurant .....	87
IV.2.3.6 <i>Use Case Scenario</i> .....	87
IV.2.3.6.1 <i>Use Case Sceneario</i> Wisatawan.....	88
IV.2.3.6.1 <i>Use Case Sceneario</i> Pihak Restaurant .....	94
IV.2.3.7 <i>Activity Diagram</i> .....	97
IV.2.3.7.1 <i>Activity Diagram</i> Wisatawan .....	97
IV.2.3.7.2 <i>Activity Diagram</i> Pihak Restoran.....	106
IV.2.4 <i>Prototype</i> .....	111
IV.2.4.1 <i>Low-Fidelity Prototype</i> .....	111
IV.2.4.1.1 <i>Low-Fidelity Prototype</i> Desain Pihak Wisatawan .....	112
IV.2.4.1.2 <i>Low-Fidelity Prototype</i> Desain Untuk Pihak Restoran ....	126
IV.2.4.1.3 <i>Low-Fidelity Prototype</i> Desain Untuk Pihak <i>Driver</i> .....	130
IV.2.4.2 <i>Design Guidline</i> .....	133
IV.2.4.2.1 Tipografi.....	133

IV.2.4.2.2 Warna .....	135
IV.2.4.2.3 Button.....	137
IV.2.4.2.4 Elevation .....	139
IV.2.4.2.5 Icon.....	140
IV.2.4.2.6 Logo .....	141
IV.2.4.3 <i>High-Fidelity Prototype</i> .....	141
IV.2.4.3.1 <i>High-Fidelity Prototype</i> Desain Untuk Pihak Wisatawan	141
IV.2.4.3.2 <i>High-Fidelity Prototype</i> Desain Untuk Pihak Restoran....	159
IV.2.4.3.3 <i>High-Fidelity Prototype</i> Desain Untuk Pihak Driver.....	163
Bab V IMPLEMENTASI DAN PENGUJIAN.....	165
V.1 <i>Usability Testing Design</i> Pihak Wisatawan .....	165
V.1.1 Fase Pertama .....	165
V.1.1.1 Pengujian Mission Usability Score (MIUS) dan Maze Usability Score (MAUS) .....	165
V.1.1.2 Pengujian System Usability Scale (SUS) .....	170
V.1.1.3 Hasil Usability Testing .....	175
V.1.2 Fase Kedua.....	183
V.1.2.1 Pengujian Mission Usability Score (MIUS) dan Maze Usability Score (MAUS) .....	183
V.1.2.2 Pengujian System Usability Scale (SUS) .....	186
V.1.2.3 Hasil Usability Testing .....	192
V.1.3 Fase Ketiga.....	197
V.1.3.1 Pengujian Mission Usability Score (MIUS) dan Maze Usability Score (MAUS) .....	197
V.1.3.2 Pengujian System Usability Score.....	200
V.1.3.3 Hasil Usability Testing .....	204
V.1.4 Hasil Akhir Pengujian .....	207

V.1.5 Pengujian Mission Usability Score (MIUS) dan Maze Usability Score (MAUS) .....	208
V.2 Usability Testing Design Pihak Restoran .....	212
V.2.1 Pengujian System Usability Scale (SUS).....	213
V.2.2 Hasil Usability Testing.....	218
V.3 Usability Testing Design Pihak Driver .....	220
V.3.1 Pengujian Mission Usability Score (MIUS) dan Maze Usability Score (MAUS) .....	220
V.3.2 Pengujian System Usability Scale (SUS).....	222
V.3.3 Hasil Usability Testing.....	227
V.4 Hasil Implementasi Aplikasi .....	230
V.4.1 Fitur Product (Desain Wisatawan).....	230
V.4.2 Fitur Forum (Desain Wisatawan).....	233
V.4.3 Fitur Restaurant (Desain Pihak Restaurant) .....	236
Bab VI KESIMPULAN DAN SARAN .....	242
VI.1 Kesimpulan.....	242
VI.2 Saran .....	243
Daftar Pustaka .....	244
Lampiran .....	247