Abstract

The Semarak application is a marketplace application that provides a platform for Karanganyar MSME actors to be able to promote their products or services to the global community. Based on the results of interviews obtained from organizers and users, until now there are still several needs and goals of the Karanganyar Diskominfo that have not been achieved. So that the development of the Lively application will be carried out. Interface design is an important factor in the application development process. A good interface design is one that fits the goals and needs of the user. Therefore, in this research, the interface design process was carried out using the Goal-Directed Design (GDD) method, so as to produce an interface design that suits the needs and goals of the user. After the interface design is made, the researcher conducts usability testing using the System Usability Scale (SUS) which contains 10 questions to evaluate whether the interface design meets user needs or not. Based on the results of usability testing, the design of the Semarak application interface is proven to be in accordance with the goals and needs of its users, the test results obtained with an average SUS score of 83.5. This score has increased by 47.5 from the SUS application score of 36. This score is above the average SUS score in general, so that the Semarak application interface design can be recommended as an interface design for the Semarak application development stage.

Keywords : application semarak, marketplace, interface, goal-directed design, usability, system usability scale.