

## DAFTAR ISI

ABSTRAK .....	i
<i>ABSTRACT</i> .....	ii
LEMBAR PENGESAHAN .....	iii
LEMBAR PERNYATAAN ORISINALITAS .....	iv
KATA PENGANTAR .....	v
DAFTAR ISI.....	vi
DAFTAR GAMBAR .....	ix
DAFTAR TABEL.....	xi
DAFTAR LAMPIRAN.....	xiv
DAFTAR ISTILAH .....	xv
BAB I PENDAHULUAN .....	1
I.1 Latar Belakang.....	1
I.2 Perumusan Masalah.....	6
I.3 Tujuan Penelitian.....	6
I.4 Batasan Penelitian .....	6
I.5 Manfaat Penelitian.....	7
I.6 Sistematika Penelitian .....	7
BAB II TINJAUAN PUSTAKA .....	9
II.1 Penelitian Terdahulu.....	9
II.2 Unit Kegiatan Mahasiswa.....	9
II.2.1 Bidang-Bidang Unit Kegiatan Mahasiswa.....	10
II.3 <i>Website</i> .....	12
II.4 <i>User Interface</i> .....	13
II.5 <i>User Experience</i> .....	15
II.6 <i>User Persona</i> .....	16
II.7 <i>User-Centered Design</i> .....	17
II.8 <i>Usability Testing</i> .....	19
II.9 <i>System Usability Scale</i> .....	20
BAB III METODOLOGI PENELITIAN .....	22
III.1 Model Konseptual.....	22
III.2 Sistematika Penyelesaian Masalah .....	23

III.3	Pengumpulan Data.....	25
III.4	Pengolahan Data atau Pengembangan Produk/Artifak.....	25
III.5	Metode Evaluasi .....	27
III.6	Alasan Pemilihan Metode.....	27
BAB IV	PENGUMPULAN DAN ANALISIS DATA .....	29
IV.1	<i>Research User</i> .....	29
IV.1.1	Survei .....	29
IV.1.2	Wawancara.....	35
IV.1.3	Persona .....	35
IV.1.4	Proses Bisnis Eksisting .....	37
IV.1.5	Proses Bisnis Targeting.....	40
IV.1.6	GAP Analysis.....	43
IV.1.7	Affinity Diagram.....	43
IV.1.8	User Flow .....	44
IV.1.9	User Journey.....	50
IV.1.10	StoryBoarding.....	51
IV.2	<i>Assess the Situation and Balance &amp; Filter the Design Plan</i> .....	54
IV.2.1	Functional Analysis.....	54
IV.2.2	Content Analysis .....	84
IV.3	<i>Build Out an Operative Image</i> .....	88
IV.3.1	Wireframe .....	88
IV.4	<i>High Fidelity (Hi-Fi)</i> .....	114
BAB V	IMPLEMENTASI DAN PENGUJIAN.....	139
V.1	Tujuan Pengujian.....	139
V.2	Profil Sampel.....	139
V.3	Lokasi dan Jadwal .....	139
V.4	Pengujian .....	139
V.4.1	Usability Testing .....	140
V.4.2	Hasil Usability Testing.....	144
V.4.3	System Usability Scale (SUS).....	150
V.4.4	Analisis Hasil System Usability Scale (SUS) .....	151
V.5	<i>Redesign User Interface</i> .....	152
V.5.1	Product Design to Meet Requirement .....	153
V.5.2	Usability Testing .....	159

V.5.3	Analisis Hasil System Usability Scale (SUS) .....	163
BAB VI	KESIMPULAN DAN SARAN .....	165
VI.1	Kesimpulan .....	165
VI.2	Saran .....	166
DAFTAR PUSTAKA	.....	167
LAMPIRAN	.....	170
Lampiran A:	Pengumpulan Data.....	170
Lampiran B:	Pengolahan Data .....	172