ABSTRACT

Indonesia is an agrarian country where access to food price information is a crucial aspect for the community. This responsibility falls under the National Food Agency, which requires a machine learning-based platform to predict food prices. This study aims to apply the design thinking method in the design process of a machine learning-based food price prediction website to produce a design that meets the aspects of effectiveness, efficiency, ease of use, and user satisfaction, specifically for the National Food Agency and the Indonesian public. The research employs a descriptive qualitative method with data analysis including data reduction, data categorization, conclusion drawing, and triangulation validation. The analyzed data were obtained through interviews with experts in website development. The design process aligns with the WRAP ENTRE program from Bandung Techno Park, implementing the stages of design thinking, including empathy, definition, ideation, prototyping, and testing. The final result of applying design thinking is a website design for food price prediction that meets usability aspects of effectiveness, efficiency, ease of use, and satisfaction for the National Food Agency and the Indonesian community, based on usability testing conducted in the final stage of design thinking.