

ABSTRACT

USABILITY ANALYSIS OF THE SURI NUSANTARA JAYA WEBSITE USING THE USER-CENTERED DESIGN METHOD

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The rapid development of information technology has transformed various aspects of human life, including communication, access to information, and the improvement of quality of life. Websites, as one of the products of information technology, play a crucial role in providing easily accessible sources of information as well as expanding communication and online services. Suri Nusantara Jaya utilizes this technology by providing information through a website that can be accessed via smartphones and web browsers. However, based on a survey of users, several issues were identified with the website's appearance, such as unappealing fonts, lack of color coordination, and a somewhat monotonous design. Therefore, a usability analysis is needed to ensure user satisfaction. One effective evaluation method is User-Centered Design (UCD), which focuses on user needs through an iterative design process. This study aims to evaluate the effectiveness, efficiency, and user satisfaction of the Suri Nusantara Jaya website by applying the UCD method. The research results are expected to provide recommendations for website improvements to meet user needs and enhance user satisfaction.

Keywords: Information Technology, Website, Usability, User Interface, User Experience, User Centered Design.