

ABSTRACT

Tourism in Banyumas Regency is a key focus for the local government due to the abundance of natural resources with strong potential to become tourist destinations. One of the government's efforts to support tourism is the launch of the Dolan Banyumas mobile application, developed by the Department of Communication and Information Technology (Dinkominfo) of Banyumas Regency. Based on questionnaire results from 31 respondents who are users of the application, several shortcomings were identified: an unintuitive and non-user-friendly interface, incomplete tourism information, the absence of a search menu for destinations, lack of feedback features between users, and the need for itinerary planning and user story-sharing features. Therefore, a redesign and feature enhancement process was carried out using the User-Centered Design (UCD) approach along with Post-Study System Usability Questionnaire (PSSUQ) for usability testing. This study focused on improving the tourism feature, developing itinerary planning and user story-sharing functions, and refining the interface design to be more user-friendly. The results of the improved application were tested on 100 respondents from the Banyumas tourist community using the PSSUQ questionnaire. Overall, the average score was better than the PSSUQ normative mean, with a result of 2.26, indicating that the enhanced version of the Dolan Banyumas mobile application is well-rated in terms of usability, information quality, visual interface, and overall user experience.

Keywords: *Dolan Banyumas, Mobile Application, Tourism, User Centered Design, Post-Study System Usability Questionnaire (PSSUQ)*