

ABSTRACT

The growth of the creative economy in Indonesia is driving the need for collaborative spaces that are managed efficiently and structured. The Bandung Creative Hub exists as a public facility supporting the creative ecosystem, but the manual service system implemented still hampers operational effectiveness. Problems such as unintegrated application data, suboptimal documentation, and a slow application curation process impact delays and a decline in the quality of public services. To address these challenges, this study designed an integrated digital-based service management website that facilitates the process of data recording and reporting through a centralized dashboard with a data download feature, and accelerates the curation of service applications through an automatic classification model based on the TF-IDF approach. The system was developed using a prototyping method that can minimize technology adoption failures. Next, an evaluation was conducted to assess the suitability of the system workflow to the needs of digitalized public services. Testing was conducted using black box testing, which demonstrated success in all test scenarios. The System Usability Scale (SUS) test results also showed a score of 78.75, reflecting a high level of ease and usability. These findings indicate that the system is able to facilitate the needs of Bandung Creative Hub staff administrators easily and is in accordance with the expected flow.

Keywords: *Bandung Creative Hub, Public Services, Prototyping, Usability Testing, Black Box Testing*