

ABSTRAK

ANALISIS WEBSITE DINAS SOSIAL PROVINSI LAMPUNG MENGGUNAKAN FRAMEWORK PIECES DAN METODE WEBUSE

Oleh

Andry Feriyanto

andry.feriyanto.2021211003@mail.darmajaya.ac.id

ANDRY FERIYANTO. Analisis Website Dinas Sosial Provinsi Lampung menggunakan Framework Pieces dan Metode Webuse. Dibimbing oleh Bapak Dr. M. SAID HASIBUAN, S.Kom., M.Kom.

Website resmi Dinas Sosial Provinsi Lampung menggunakan alamat URL <https://dinsos.lampungprov.go.id/>, berisikan konten berita, kegiatan rutin, dan informasi layanan publik. Website tersebut telah dilakukan perubahan dari sudut pandang internal, namun belum mengetahui bagaimana kepuasan berdasarkan persepsi pengguna. Dampaknya pengguna tidak mau lagi mengunjungi website Dinas Sosial menjadi salah satu masalah, sehingga perlu dibangun model pengukuran *usability website*. Dilakukan survei pendahuluan menggunakan *User Experience Questionnaire* (UEQ) guna mendapatkan pengukuran yang lebih komprehensif terhadap masalah pengalaman pengguna. Sehingga perlu dibangun model pengukuran klasifikasi masalah dan pengukuran tingkat kepuasan pengguna website, menggunakan Framework Pieces dan Metode Webuse. Sebelumnya dilakukan uji reliabilitas dan validitas kuesioner yang diambil dari 338 sampel responden, kemudian masuk dalam tahap menganalisis data dengan menilai karakteristik pengguna berdasarkan skala *likert* dan interval kelas untuk Framework Pieces, dan untuk mendapatkan tingkat kepuasan pengguna menggunakan kombinasi *merit* dengan menentukan *level usability website* untuk Metode Webuse.

Hasil *benchmark* melalui UEQ, dari 230 sampel responden menunjukkan bahwa aspek daya tarik, kejelasan, efisiensi, ketepatan, dan kebaruan website Dinas Sosial Provinsi Lampung dalam kisaran buruk dan di bawah rata-rata. Kemudian Framework Pieces berhasil mengklasifikasikan masalah dari 338 sampel dalam kisaran cukup dan buruk. Yang selanjutnya Metode Webuse berhasil mengukur tingkat kepuasan pengguna dengan hasil *moderate*.

Kata Kunci: Dinas Sosial Provinsi Lampung, *User Experience Questionnaire*, Framework Pieces, Metode Webuse, *Search Engine Optimization*.

ABSTRACT

ANALISYS OF SOCIAL OFFICE LAMPUNG PROVINCE WEBSITE USING FRAMEWORK PIECES AND WEBUSE METHOD

By

Andry Feriyanto

andry.feriyanto.2021211003@mail.darmajaya.ac.id

ANDRY FERIYANTO. Analisys Of Social Office Lampung Province Website using Framework Pieces and Webuse Method. Supervised by Mr. Dr. M. SAID HASIBUAN, S.Kom., M.Kom.

The official website of the Social Office Lampung Province was able to be seen at <https://dinsos.lampungprov.go.id/>. It contained news, work routine activities, and public service information. The website had been upgraded due to internal consideration without looking at the users' satisfaction on the website features so that the users did not want to visit the website. Due to this problem, it was necessary to build a usability measurement model. A preliminary survey was conducted through the User Experience Questionnaire (UEQ) to obtain a deep comprehensive measurement from the problems experienced by the users. The measurement model was built for classifying the problems and measuring the level of satisfaction on the website through Framework Pieces and the Webuse Method. The reliability and validity test of the questionnaire was conducted through 338 samples of respondents. Moreover, the data analysis stage was carried out by assessing the user characteristics based on the Likert scale and class intervals for Framework Pieces. Furthermore, the level of the user satisfaction was also implemented through a merit combination to determine the usability level.

The result of the benchmark through UEQ from 230 samples of the respondents showed that the aspect of attractiveness, clarity, efficiency, accuracy, and novelty of the website was in the bad category and under the average. Furthermore, Framework Pieces were able to classify the problems from 338 samples in the moderate and bad category. Moreover, the Webuse method successfully measured the level of the user satisfaction in the moderate category

Keywords: Sosial Office Lampung Provincial, *User Experience Questionnaire*, Framework Pieces, Metode Webuse, *Search Engine Optimization*.