

PERANCANGAN *UI/UX* RESERVASI JEEP WISATA *WEBSITE* MERAPIJEEP.COM DENGAN METODE *DESIGN THINKING*

Dias Aisyah Husaeni¹, Ahmad Hanafi², Arif Himawan³

INTISARI

Latar Belakang: Sistem reservasi pada website Merapijeep.com masih dilakukan secara manual, menyebabkan ketidakefisienan dan belum mendukung metode pembayaran digital. Untuk mengatasi permasalahan tersebut, dibuatlah *prototype UI/UX* sistem reservasi berbasis *website* guna meningkatkan efisiensi dan kenyamanan pengguna dalam melakukan pemesanan Jeep wisata

Tujuan: Penelitian ini bertujuan untuk merancang *prototype* antarmuka serta pengalaman pengguna untuk sistem reservasi *online* di situs *website* Merapijeep.com, dengan tujuan memvalidasi kebutuhan pengguna serta meningkatkan pengalaman pengguna dan efisiensi transaksi. Penelitian ini dilakukan dengan menggunakan metode *Design Thinking*.

Metode Penelitian: Metode *Design Thinking* diterapkan karena pendekatannya yang menempatkan pengguna sebagai pusat dalam proses pencarian solusi. Metode ini meliputi lima langkah utama, yakni *emphatize*, *define*, *ideate*, *prototype*, dan *test*.

Hasil: Hasil penelitian ini berupa *prototype* High Fidelity yang diuji dengan metode System Usability Scale (SUS). Pengujian awal memperoleh skor 70 (cukup), dan setelah perbaikan desain meningkat menjadi 83 (baik). Ini menunjukkan bahwa *prototype* telah sesuai kebutuhan pengguna dan layak dijadikan acuan pengembangan sistem reservasi.

Kesimpulan: *Prototype UI/UX* berbasis *Design Thinking* berhasil memenuhi kebutuhan pengguna, dibuktikan dengan skor SUS kategori baik. Desain ini layak dijadikan acuan pengembangan sistem reservasi Jeep Wisata di *website* Merapijeep.com.

Kata-kunci: *UI/UX*, *Design Thinking*, Reservasi Online, Jeep Wisata, *Prototype*

¹ Mahasiswa Program Studi (S-1) Sistem Informasi Universitas Jenderal Achmad Yani Yogyakarta.

² Dosen Program Studi (S-1) Sistem Informasi Universitas Jenderal Achmad Yani Yogyakarta.

³ Dosen Program Studi (S-1) Sistem Informasi Universitas Jenderal Achmad Yani Yogyakarta.

PERANCANGAN UI/UX RESERVASI JEEP WISATA PADA WEBSITE MERAPIJEEP.COM DENGAN METODE DESIGN THINKING

Dias Aisyah Husaeni¹, Ahmad Hanafi², Arif Himawan³

ABSTRACT

Background: The reservation system on Merapijeep.com website is still done manually, causing inefficiency and does not support digital payment methods. To overcome these problems, a website-based reservation system UI/UX prototype was created to improve efficiency and user convenience in booking Jeep tours.

Objective: This study aims to design a prototype interface and user experience for the online reservation system on the Merapijeep.com website, with the goal of validating user needs and improving user experience and transaction efficiency. This study was conducted using the Design Thinking method.

Method: The Design Thinking method is applied because of its approach that puts the user at the center of the solution-finding process. This method includes five main steps, namely empathize, define, ideate, prototype, and test

Result: The results of this study are in the form of a High Fidelity prototype that was tested using the System Usability Scale (SUS) method. Initial testing yielded a score of 70 (fair), and after design improvements, the score increased to 83 (good). This shows that the prototype meets user needs and is suitable as a reference for the development of a reservation system.

Conclusion: The Design Thinking-based UI/UX prototype successfully met user needs, as evidenced by its good SUS score. This design is suitable as a reference for the development of the Jeep Wisata reservation system on the Merapijeep.com website.

Keywords: UI/UX, Design Thinking, Reservasi Online, Jeep Wisata, Prototype

¹ Student of the Information Systems Program (S-1) at Jenderal Achmad Yani University, Yogyakarta.

² Lecturer in the Information Systems Program (S-1) at Jenderal Achmad Yani University, Yogyakarta.

³ Lecturer in the Information Systems Program (S-1) at Jenderal Achmad Yani University, Yogyakarta.