

**PENGEMBANGAN WEBSITE PANDUAN MENANAM DAN PEMELIHARAAN
ANGGREK MENGGUNAKAN METODE UX DESIGN THINKING DAN
INFOGRAFIS**

SKRIPSI

Diajukan untuk Memenuhi Sebagian dari
Syarat Memperoleh Gelar Sarjana Komputer
Program Studi Ilmu Komputer



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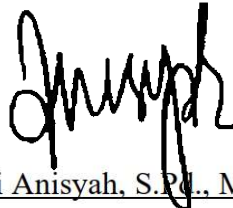
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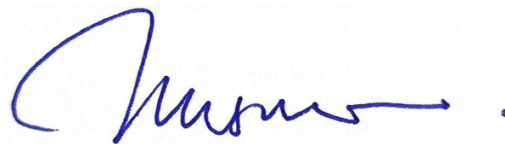


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PERNYATAAN KEASLIAN

Dengan ini saya menyatakan bahwa skripsi dengan judul " PENGEMBANGAN WEBSITE PANDUAN MENANAM DAN PEMELIHARAAN ANGGREK MENGGUNAKAN METODE UX DESIGN THINKING DAN INFOGRAFIS" ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung risiko/sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

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PENGEMBANGAN WEBSITE PANDUAN MENANAM DAN PEMELIHARAAN ANGGREK MENGGUNAKAN METODE UX DESIGN THINKING DAN INFOGRAFIS

ABSTRAK

Anggrek merupakan bunga yang banyak digemari karena memiliki warna yang indah dan bentuk bunga yang unik. Namun, tidak semua orang dapat merawat anggrek dengan baik dan benar. Berdasarkan hasil observasi komunitas anggrek, wawancara dengan penggemar, dan pemula terdapat beberapa kesalahan dalam merawat anggrek seperti penyiraman yang tidak tepat serta kondisi lingkungan yang tidak sesuai untuk pertumbuhan anggrek. Selain itu, informasi terkait anggrek terkadang sulit ditemukan, tersebar, tidak lengkap, dan sulit dimengerti. Dalam penelitian ini, peneliti mengembangkan *website* informasi anggrek dengan pendekatan *Design Thinking* agar *website* yang dibuat dapat memiliki *user experience* yang baik. Selain itu, peneliti menggunakan infografis untuk menyampaikan informasi yang kompleks dengan cara yang cepat dan mudah dipahami. Hasil evaluasi dari 35 responden menunjukkan *website* yang dibuat mendapatkan nilai “*Excellent*” pada skala *attractiveness*, *perspicuity*, *efficiency*, *stimulation*, *dependability*, dan *novelty* Pada pengujian SUS diperoleh skor 84 nilai tersebut masuk kedalam kategori “*Good*” dengan rentang penerimaan pengguna “*acceptable*”. Pengujian infografis mendapatkan nilai sangat layak dari validasi ahli dan 90% pengguna merasa infografis dapat membantu mereka dalam memahami informasi.

Kata kunci: Anggrek, *User Experience*, *Design Thinking*, *User Experience Questionnaire*, *System Usability Scale*, Infografis.

PENGEMBANGAN WEBSITE PANDUAN MENANAM DAN PEMELIHARAAN ANGGREK MENGGUNAKAN METODE UX DESIGN THINKING DAN INFOGRAFIS

ABSTRACT

Orchids are popular flowers because they have beautiful colors and unique flower shapes. However, not everyone can take care of orchids properly. Based on observations of orchid communities, interviews with hobbyists, and beginners, there are several mistakes in caring for orchids such as improper watering and environmental conditions that are not suitable for orchid growth. In addition, information related to orchids is sometimes difficult to find, scattered, incomplete, and difficult to understand. Therefore, researchers developed an orchid information website with a Design Thinking approach so that the website created can have a good user experience. In addition, researchers used infographics to convey complex information in a fast and easy-to-understand way. The evaluation results from 35 respondents showed that the website received an "Excellent" rating on the attractiveness, perspicuity, efficiency, stimulation, dependability, and. In SUS testing, a score of 84 was obtained, the value fell into the "Good" category with a range of "Acceptable" user acceptance. Infographic testing received a very decent score from expert validation and 90% of users felt that infographics could help them understand the information.

Keyword: *Orchids, User Experience, Design Thinking, User Experience Questionnaire, System Usability Scale, Infographic.*

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