

**PERANCANGAN *UI/UX* UNTUK FITUR *SHOPPING ONLINE* PADA
WEBSITE SEAFOOD BY ARUNA MENGGUNAKAN METODE *DESIGN*
*THINKING***

SKRIPSI

*diajukan untuk memenuhi sebagai syarat
untuk memperoleh gelar Sarjana Bisnis Program Studi Bisnis Digital*



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UNIVERSITAS PENDIDIKAN INDONESIA
KAMPUS TASIKMALAYA**

2024

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**Diajukan untuk memenuhi sebagian dari Persyaratan Memperoleh Gelar
Sarjana Bisnis Program Studi Bisnis Digital**

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Universitas Pendidikan Indonesia

Agustus 2024

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SEAFOOD BY ARUNA MENGGUNAKAN METODE *DESIGN THINKING***

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PERANCANGAN *UI/UX* UNTUK FITUR *SHOPPING ONLINE* PADA WEBSITE SEAFOOD BY ARUNA MENGGUNAKAN METODE *DESIGN THINKING*

ABSTRAK

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Anugerah Tirta Kenanga Unggul Mitra Mandiri

Website Seafood by Aruna saat ini hanya berfungsi sebagai landing page untuk mempromosikan produk, sementara penjualan masih dilakukan melalui *marketplace*. Penggunaan *marketplace* membatasi kontrol brand terhadap personalisasi, customer value, pengalaman belanja, dan identitas *brand* karena adanya kebijakan platform yang ketat dan standar tersendiri. Selain itu, perubahan perilaku konsumen di era digital menunjukkan bahwa mereka menginginkan pengalaman belanja yang lebih personal, berkelanjutan, dan memenuhi kebutuhan spesifik mereka, termasuk informasi produk yang akurat dan jaminan kualitas. Untuk menjawab tantangan ini, penelitian ini bertujuan untuk merancang fitur *shopping online* pada website Seafood by Aruna dengan menggunakan metode *Design Thinking*. Pendekatan ini diterapkan untuk memahami kebutuhan pengguna dan mengatasi berbagai *pain point* yang dihadapi konsumen dalam belanja seafood *online*. Penelitian ini menemukan bahwa pengguna membutuhkan pengiriman produk yang tepat, informasi produk yang sesuai dan terpercaya, serta jaminan kesegaran produk. Hasil pengujian terhadap rancangan fitur menggunakan *System Usability Scale (SUS)* menunjukkan skor rata-rata 90,12, yang masuk dalam kategori "*Best Imaginable*". Skor ini mencerminkan bahwa fitur yang dikembangkan telah memenuhi harapan pengguna, berkat penerapan efektif dari metode *Design Thinking*. Implikasi dari penelitian ini adalah bahwa pengembangan *e-commerce* sendiri memungkinkan Aruna untuk lebih baik mengontrol seluruh aspek pengalaman belanja, meningkatkan kepuasan dan loyalitas pelanggan, serta memperkuat posisinya di pasar *e-commerce*. Namun, pengembangan lebih lanjut diperlukan untuk menyesuaikan fitur dengan perubahan perilaku konsumen dan tren pasar yang dinamis.

Kata Kunci: *UI/UX, Design Thinking, System Usability Scale*

***DISIGNING UI/UX FOR THE ONLINE SHOPPING FEATURE
ON THE SEAFOOD BY ARUNA WEBSITE USING DESIGN
THINKING METHOD***

ABSTRACT

by

Anugerah Tirta Kenanga Unggul Mitra Mandiri

The Seafood by Aruna website currently functions solely as a landing page to promote products, while sales are still conducted through a marketplace. Utilizing a marketplace limits the brand's control over personalization, customer value, shopping experience, and brand identity due to the platform's strict policies and unique standards. Additionally, shifts in consumer behavior in the digital era indicate a growing demand for more personalized, sustainable shopping experiences that meet their specific needs, including accurate product information and quality assurance. To address these challenges, this study aims to design an online shopping feature for the Seafood by Aruna website using the Design Thinking method. This approach is applied to understand user needs and address various pain points consumers face when purchasing seafood online. The research findings reveal that users require timely product delivery, accurate and reliable product information, and guarantees of product freshness. Testing the feature design using the System Usability Scale (SUS) resulted in an average score of 90.12, which falls under the category of "Best Imaginable." This score indicates that the developed features have successfully met user expectations, thanks to the effective application of the Design Thinking method. The implications of this research suggest that developing an independent e-commerce platform allows Aruna to better control all aspects of the shopping experience, enhancing customer satisfaction and loyalty, and strengthening its position in the e-commerce market. However, further development is needed to align the features with evolving consumer behavior and dynamic market trends.

Keywords: UI/UX, Design Thinking, System Usability Scale

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