

**PERANCANGAN USER INTERFACE UNTUK WEBSITE E-MARKETING  
BERDASARKAN EIGHT GOLDEN RULES OF INTERFACE DESIGN**

**(STUDIKASUS CAFE XYZ)**

**Skripsi**

diajukan untuk memenuhi bagian dari syarat memperoleh gelar Sarjana Komputer  
Program Studi Ilmu Komputer



Oleh:

**Dhimas Satria Hanandyatama**

**1805675**

**PROGRAM STUDI ILMU KOMPUTER  
DEPARTEMEN PENDIDIKAN ILMU KOMPUTER  
FAKULTAS PENDIDIKAN MATEMATIKA DAN ILMU PENGETAHUAN  
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Oleh  
Dhimas Satria Hanandyatama  
NIM 1805675

Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Sarjana pada Fakultas Pendidikan Matematika dan Ilmu Pengetahuan Alam

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**LEMBAR PENGESAHAN**  
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Oleh

Dhimas Satria Hanandyatama  
1805675

Disetujui dan disahkan oleh:

Pembimbing I,



**Rosa Ariani Sukanto, M.T.**

NIP. 198109182009122003

Pembimbing II,



**Eki Nugraha, S.Pd., M.Kom**

NIP. 920171219850822101

Mengetahui

Ketua Program Studi Ilmu Komputer



**Dr. Rani Megasari, M.T.**

NIP. 198705242014042002

## PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi yang berjudul “Perancangan User Interface untuk Website E-Marketing Berdasarkan Eight Golden Rules Of Interface Design (Studi kasus Cafe Xyz)” ini dan seluruh isinya adalah benar-benar karya sendiri dan saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan tersebut, saya siap menanggung resiko yang dijatuhkan kepada saya apabila dikemudian hari ditemukan adanya pelanggaran terhadap etika keilmuan dalam karya ini, atau ada klaim dari pihak lain terhadap saya.

Bandung, Maret 2021

Yang membuat pernyataan,



Dhimas Satria Hanandyatama

NIM. 1805675

# **USER INTERFACE DESIGN FOR E-MARKETING WEBSITE BASED ON THE EIGHT GOLDEN RULES OF INTERFACE DESIGN**

**(XYZ CAFE STUDY)**

## **ABSTRACT**

*Internet has become a necessity for people who are able to facilitate their lives, one of which is to find information. The ease of obtaining information using the internet can help start-up businesses to find out their existence, because one of the reasons why start-ups fail is poor marketing management. One of the startups that we often encounter is a café. On this occasion, the researcher conducted a study by creating a website that contains information according to the owner of the café about café xyz. In making the xyz cafe website, the researchers focused on the UI (User Interface) design of the website. This is done by researchers to make it easier for visitors to see website displays, making it easier for visitors to get information from cafe xyz. In designing the UI, the researcher uses the eight golden rules user interface method as the foundation for making a good UI. Eight golden rules are basic rules in designing application interfaces. To validate the method, the researcher uses the worksheet provided on the website [www.interaction-design.org](http://www.interaction-design.org). The worksheet will be filled in by an expert in the field of design. Then to test the website for ordinary people using SUS (System Usability Scale) to measure the usability of the website. The test results obtained are 36 people with a total average score of 87,0 SUS with an acceptability range is acceptable and excellent, which means the usefulness of the application is acceptable.*

*Key Words: Internet, website, prototyping, marketing, cafe, design, web design, UI, eight golden rules, SUS.*

# PERANCANGAN USER INTERFACE UNTUK WEBSITE E-MARKETING BERDASARKAN EIGHT GOLDEN RULES OF INTERFACE DESIGN

(STUDIKASUS CAFE XYZ)

## ABSTRAK

Internet sudah menjadi kebutuhan masyarakat yang mampu memudahkan kehidupannya salah satunya adalah untuk mencari informasi. Kemudahan memperoleh informasi menggunakan internet dapat membantu para pebisnis *start up* dalam mengetahui keberadaan produk, sebab salah satu yang menyebabkan start up gagal adalah pemasaran yang buruk (*poor marketing*). Salah satu start up yang sering kita jumpai adalah *café*. Dalam penelitian ini dikembangkan *website* berisi informasi-informasi mengenai *café xyz*. Dalam membuat *website café xyz* peneliti memfokuskan pada desain UI (*User Interface*) *website*. Hal ini dilakukan untuk memudahkan pengunjung mendapatkan informasi dari *café xyz*. Dalam merancang UI, peneliti menggunakan metode *eight golden rules user interface* sebagai dasar membuat UI yang baik. *Eight golden rules* adalah aturan dasar dalam perancangan antarmuka aplikasi. Untuk memvalidasi metode tersebut peneliti menggunakan lembar kerja evaluasi yang di sediakan di *website www.interaction-design.org*. Lembar kerja evaluasi tersebut akan diisi oleh orang ahli dibidang desain. Lalu untuk menguji *website* kepada orang awam digunakan SUS (*System Usability Scale*) untuk mengukur *usability website*. Hasil pengujian dengan 36 orang mendapatkan rata-rata skor SUS 87,0 dengan *acceptability ranges* adalah *acceptable* dan *excellent* yang artinya *usability* aplikasi dapat diterima

Kata kunci: *Internet, website, prototyping, marketing, cafe, design, web design, UI, eight golden rules, SUS.*

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