

ABSTRAK

Analisa *usability* pada website membantu memberikan evaluasi dalam pengembangan website. Saat ini banyak sekali website yang menyajikan beragam informasi. Namun, tidak sedikit dari website tersebut yang tidak dapat memenuhi tujuan awal pembuatan website sehingga seringkali mengecewakan pengguna yang mengaksesnya. Melalui analisa *usability* dapat membantu meningkatkan penggunaan sistem dari perspektif penggunanya. Begitu juga pada website *e-learning*, analisa *usability* mampu memberi masukan bagi pengelola website AULA untuk mengembangkan website dengan lebih inovatif. *Usability* berarti tingkat suatu produk dapat memenuhi tujuan penggunanya dengan efektif, efisien, dan memuaskan dalam konteks penggunaan (ISO, 1998). Dimana dalam pendekatannya, penelitian ini menggunakan dasar teori *usability* Nielsen, dimana terdapat lima syarat agar suatu website dapat dikatakan *usable*, yaitu *easy to learn*, *efficient to use*, *easy to remember*, *few errors*, dan *pleasant to use*.

Penelitian ini menggunakan pendekatan kuantitatif deskriptif, dengan teknik pengumpulan data menggunakan kuesioner yang disebar pada 95 mahasiswa pengguna website AULA. Pengolahan data kuesioner menggunakan metode Likert *Summated Rating* dengan bantuan aplikasi SPSS versi 17.

Penelitian ini menemukan bahwa website AULA telah memiliki nilai *easy to learn* dengan skor 68,74%, nilai *efficient to use* dengan skor 71,82%, nilai *easy to remember* dengan skor 67,19%, nilai *few errors* dengan skor 60,74%, dan nilai *pleasant to use* dengan skor 68,06%. Maka, rata-rata nilai *usability* website AULA yaitu 67,59%. Oleh sebab itu, website AULA membutuhkan inovasi dan terapan – terapan yang mampu meningkatkan nilai *usability*.

Kata kunci: *Usability*, *e-learning*, website, *easy to learn*, *efficient to use*, *easy to remember*, *few errors*, dan *pleasant to use*.

ABSTRACT

Usability analysis on the website help provide evaluation in website development. Currently, many websites that presents a variety of information. However, not a few of these websites that can not meet the original purpose of making the website so often disappoint users who access it. Through usability analysis can help improve the use of the system from the perspective of users. As well as on the website of e-learning, usability analysis is able to provide input for the manager of the website AULA to develop a website with more innovative. Usability means the extent to which a product can be used by specified user to achieve specified goals with effectiveness, efficiency, and satisfaction in a specified context of use (ISO, 1998). Where in its approach, this study uses the basic theory of usability Nielsen, where there are five requirements that a website can be said to be usable, that is easy to learn, efficient to use, easy to remember, few errors, and pleasant to use.

This research uses descriptive quantitative approach, with the data collection technique using a questionnaire that was distributed to 95 students of the AULA's users. Data is processing by using Likert method Summated Rating with tabulation by SPSS version 17.

This study found that the website has had a value AULA easy to learn with a score of 68.74%, the value efficient to use with a score of 71.82%, the value of easy to remember with a score of 67.19%, the value of few errors with a score of 60.74% , and the value pleasant to use with a score of 68.06%. Thus, the average value AULA website usability is 67.59%. Therefore, AULA website requires applied innovation which can increase the value of usability.

Keywords: Usability, e-learning, website, easy to learn, efficient to use, easy to remember, few errors, and pleasant to use.