

RANCANG BANGUN DAN PENGUJIAN WEBSITE LAYANAN WISATA MENGGUNAKAN *SYSTEM USABILITY SCALE*

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ABSTRAK

Perkembangan teknologi informasi mendorong sektor pariwisata untuk memanfaatkan media digital sebagai sarana penyampaian informasi dan peningkatan kualitas layanan kepada wisatawan. Pantai Tanjung Lapin yang terletak di Kecamatan Rupat Utara, Kabupaten Bengkalis, memiliki potensi wisata yang besar, namun penyampaian informasi dan layanan wisata masih dilakukan secara terbatas dan komunikasi langsung sehingga belum optimal dalam menjangkau wisatawan secara luas. Penelitian ini bertujuan untuk merancang dan membangun website layanan wisata Pantai Tanjung Lapin berbasis web serta menguji tingkat usability website tersebut menggunakan metode System Usability Scale (SUS). Pengembangan sistem dilakukan dengan metode prototyping, agar proses perancangan dapat disesuaikan dengan kebutuhan pengguna melalui tahapan evaluasi dan perbaikan berulang. Hasil pengujian SUS menunjukkan bahwa website layanan wisata Pantai Tanjung Lapin berada pada kategori dapat diterima (acceptable) dengan tingkat usability yang baik, sehingga sistem dinilai layak digunakan sebagai media informasi dan layanan pemesanan wisata. Dengan adanya website ini, diharapkan dapat meningkatkan kemudahan akses informasi, layanan pemesanan wisata, serta mendukung pengembangan pariwisata Pantai Tanjung Lapin secara berkelanjutan.

Kata Kunci : *System Usability Scale (SUS)*

DESIGN AND TESTING OF A TOURISM SERVICE WEBSITE USING THE SYSTEM USABILITY SCALE

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ABSTRACT

The development of information technology encourages the tourism sector to utilize digital media as a means of delivering information and improving the quality of services to tourists. Tanjung Lapin Beach, located in North Rupat District, Bengkalis Regency, has great tourism potential, but the delivery of information and tourism services is still limited and direct communication is not optimal in reaching tourists widely. This study aims to design and build a web-based Tanjung Lapin Beach tourism service website and test the website's usability level using the System Usability Scale (SUS) method. System development was carried out using the prototyping method, so that the design process can be adjusted to user needs through stages of evaluation and iterative improvement. The results of the SUS test indicate that the Tanjung Lapin Beach tourism service website is in the acceptable category with a good level of usability, so the system is considered suitable for use as an information medium and tour booking service. With this website, it is expected to improve ease of access to information, tour booking services, and support the sustainable development of Tanjung Lapin Beach tourism. conducted by distributing SUS questionnaires to respondents to measure ease of use, system comprehensibility, and user satisfaction with the website. The results of the SUS evaluation indicate that the Tanjung Lapin Beach tourism service website falls into the acceptable category with a good level of usability, indicating that the system is feasible to be used as an information medium and online tourism service platform. The implementation of this website is expected to improve access to tourism information, enhance service efficiency, and support the sustainable development of tourism at Tanjung Lapin Beach.

Keyword : System Usability Scale (SUS)