

## INTISARI

BUMDes (Badan Usaha Milik Desa) memiliki peran penting dalam mendorong pertumbuhan ekonomi desa, meningkatkan kesejahteraan masyarakat, dan mendukung pembangunan berkelanjutan. BUMDes Alam Lestari Melung, berlokasi di Kecamatan Kedung Banteng, Kabupaten Banyumas, Jawa Tengah, berfokus pada pengembangan usaha ekonomi lokal seperti pariwisata alam, potensi air bersih, dan industri kecil, termasuk koperasi yang mengembangkan home industri. Koperasi berperan penting dalam meningkatkan kesejahteraan anggota dan masyarakat, serta mempromosikan partisipasi kolektif dalam pengelolaan sumber daya dan peluang ekonomi. Namun, masalah pengelolaan koperasi yang kurang efektif di Desa Melung memerlukan solusi inovatif. Penelitian ini bertujuan merancang antarmuka pengguna (user interface) untuk aplikasi pengelolaan koperasi berbasis website dengan menggunakan metode design thinking guna meningkatkan efisiensi pengelolaan koperasi dan memudahkan pencatatan transaksi. Metode design thinking mencakup lima fase: empathy, define, ideate, prototype, dan testing. Perancangan ini akan difokuskan pada penjualan hasil home industri masyarakat Desa Melung, dengan hasil akhir berupa desain antarmuka dan prototype yang diuji menggunakan metode System Usability Scale (SUS) memberikan nilai 70,5, menunjukkan tingkat kegunaan yang baik. Kesimpulannya, desain user interface aplikasi ini mudah digunakan. Sebagai saran, penelitian selanjutnya dapat dilakukan pengujian dengan menggunakan metode lain untuk membandingkan hasil mana yang lebih baik.

Kata kunci: BUMDes, Koperasi, Design Thinking, Home Industri, Pengelolaan Koperasi

## **ABSTRACT**

*BUMDes (Village-Owned Enterprises) play an important role in driving village economic growth, improving community welfare, and supporting sustainable development. BUMDes Alam Lestari Melung, located in Kedung Banteng Sub-district, Banyumas Regency, Central Java, focuses on developing local economic enterprises such as nature tourism, clean water potential, and small industries, including cooperatives that develop home industries. Cooperatives play an important role in improving the welfare of members and communities, as well as promoting collective participation in the management of economic resources and opportunities. However, the problem of ineffective cooperative management in Melung Village requires an innovative solution. This research aims to design a user interface for a web-based cooperative management application using design thinking methods to improve the efficiency of cooperative management and facilitate transaction recording. The design thinking method includes five phases: empathy, define, ideate, prototype, and testing. This design will focus on the sale of home industry products of the Melung Village community, with the final result in the form of interface design and prototype tested using the System Usability Scale (SUS) method giving a score of 70.5, indicating a good level of usability. In conclusion, the user interface design of this application is easy to use. As a suggestion, further research can be tested using other methods to compare which results are better.*

*Keywords: BUMDes, Cooperative, Design Thinking, Home Industry, Cooperative Management.*