

## INTISARI

Peningkatan ekonomi desa melalui Badan Usaha Milik Desa (BUMDes) telah menjadi fokus pembangunan di berbagai daerah, termasuk Desa Melung di Kabupaten Banyumas. Desa Melung sukses mengoptimalkan BUMDes Alam Lestari dengan mencapai kemajuan dalam pengelolaan sumber daya dan potensi desa secara efektif. Namun, pelayanan pengelolaan PAMSIMAS (Pelayanan Air Minum dan Sanitasi) masih dilakukan secara konvensional, sehingga membutuhkan perbaikan untuk efisiensi dan akurasi. Penelitian ini merancang User Interface (UI) aplikasi PAMSIMAS Desa Melung menggunakan metode Design Thinking. Proses Design Thinking dilakukan melalui 5 (lima) tahap yaitu empathize, define, ideate, prototype, dan test. Hasil pengujian SEQ (Single Ease Question) menunjukkan bahwa pengguna merasa nyaman dan efisien dalam menjalankan aplikasi, dengan nilai rata-rata 6.35. Desain UI yang responsif dan terstruktur memberikan pengalaman pengguna yang memuaskan, meningkatkan efisiensi petugas lapangan dalam mencatat penggunaan air PAMSIMAS. Penelitian ini memberikan manfaat teoritik dengan kontribusi pada literatur desain antarmuka pengguna dan manfaat aplikatif melalui peningkatan kualitas layanan PAMSIMAS Desa Melung. Kesimpulan menunjukkan bahwa aplikasi ini berhasil meningkatkan efisiensi, akurasi, dan kepuasan pengguna dalam pengelolaan PAMSIMAS.

Kata kunci: pengelolaan air, user interface, user experience, design thinking, single ease question

## **ABSTRACT**

*The improvement of rural economies through Village-Owned Enterprises (BUMDes) has been a development focus in various regions, including Melung Village in Banyumas Regency. Melung Village successfully optimized BUMDes Alam Lestari, achieving progress in resource management and village potential effectively. However, the PAMSIMAS (Drinking Water and Sanitation Service) management services are still conducted conventionally, requiring improvement for efficiency and accuracy. This research designs the User Interface (UI) of the PAMSIMAS application in Melung Village using the Design Thinking method. The Design Thinking process is carried out through five stages: empathize, define, ideate, prototype, and test. SEQ (Single Ease Question) testing results indicate that users find the application comfortable and efficient, with an average score of 6.35. The responsive and well-structured UI design provides a satisfying user experience, enhancing the efficiency of field officers in recording PAMSIMAS water usage. This study offers theoretical benefits by contributing to user interface design literature and practical benefits through the enhancement of PAMSIMAS service quality in Melung Village. The conclusion indicates that the application successfully improves efficiency, accuracy, and user satisfaction in PAMSIMAS management.*

*Keywords: water management, user interface, user experience, design thinking, single ease question*