

INTISARI

Pertumbuhan UMKM catering di Indonesia semakin pesat seiring meningkatnya kebutuhan masyarakat terhadap makanan siap saji dan layanan berbasis digital. Namun, hingga saat ini belum tersedia fitur khusus dalam aplikasi Gojek yang secara spesifik mendukung operasional UMKM catering. Penelitian ini bertujuan untuk merancang antarmuka pengguna (user interface) fitur Go-Catering pada aplikasi Gojek menggunakan metode Design Thinking yang terdiri dari lima tahapan: empathize, define, ideate, prototype, dan test. Rancangan antarmuka dikembangkan dalam bentuk high-fidelity prototype dan diuji menggunakan metode System Usability Scale (SUS) kepada 30 responden. Hasil pengujian memperoleh skor rata-rata 80,5 yang menunjukkan tingkat usability dalam kategori baik dan dapat diterima oleh pengguna. Dengan demikian, rancangan ini dapat dijadikan rekomendasi pengembangan antarmuka fitur Go-Catering untuk mendukung digitalisasi UMKM catering di Indonesia.

Kata kunci: Go-Catering, Gojek, UMKM Catering, User Interface, Design Thinking.

ABSTRACT

The growth of catering MSMEs (Micro, Small, and Medium Enterprises) in Indonesia continues to increase along with rising public demand for ready-to-eat food and digital-based services. However, there is currently no specific feature in the Gojek application that fully supports the operational needs of catering MSMEs. This research aims to design a user interface for the Go-Catering feature in the Gojek application using the Design Thinking method, which consists of five stages: empathize, define, ideate, prototype, and test. The interface design was developed into a high-fidelity prototype and tested using the System Usability Scale (SUS) method with 30 respondents. The test results obtained an average score of 80.5, which indicates a good level of usability and is acceptable to users. Therefore, this design can be used as a recommendation for the future development of the Go-Catering interface to support the digitalization of catering MSMEs in Indonesia.

Keywords: Go-Catering, Gojek, Catering MSMEs, User Interface, Design Thinking.

