

ABSTRAK

Discord merupakan aplikasi komunikasi berbasis komunitas yang menyediakan fitur pesan instan, panggilan suara, panggilan *video*, serta berbagi media dan *file* dalam sebuah komunitas digital yang disebut *server*. Dalam beberapa tahun terakhir, penggunaan *Discord* tidak hanya terbatas sebagai media komunikasi komunitas *game*, tetapi juga mulai dimanfaatkan dalam berbagai aktivitas digital, seperti promosi, pemasaran, penjualan jasa, dan pengelolaan komunitas bisnis. Hal tersebut menunjukkan potensi *Discord* dalam mendukung aktivitas *e-Business*. Penelitian ini bertujuan untuk mengukur tingkat *usability* *Discord* sebagai *platform e-Business* dengan menggunakan metode *USE Questionnaire*. Metode *USE Questionnaire* terdiri atas 4 parameter pengukuran yaitu *Usefulness*, *Ease of Use*, *Ease of Learning* dan *Satisfaction* yang sudah mencakup aspek *usability*. Hasil dari penelitian ini menunjukkan bahwa aspek *Usefulness* memperoleh persentase sebesar 74,06%, *Ease of Use* 77,88%, *Ease of Learning* 82,97% dan *Satisfaction* 75,20%. Berdasarkan hasil tersebut diperoleh nilai *usability* *Discord* sebesar 76,92%, sehingga aplikasi *Discord* menunjukkan tingkat *usability* yang layak dan berpotensi digunakan sebagai *platform e-Business*.

Kata kunci: *Usability*, *USE Questionnaire*, *Discord*, *E-Business*

ABSTRACT

Discord is a community-based communication app that offers instant messaging, voice calls, video calls, and media and file sharing within a digital community known as a server. In recent years, Discord's use has expanded beyond serving as a communication platform for gaming communities; it has also begun to be utilized in various digital activities, such as promotions, marketing, service sales, and business community management. This demonstrates Discord's potential in supporting e-business activities. This study aims to measure the level of Discord's usability as an e-business platform using the USE Questionnaire method. The USE Questionnaire method consists of four measurement parameters: Usefulness, Ease of Use, Ease of Learning, and Satisfaction, which comprehensively cover usability aspects. The results of this study show that the Usefulness aspect scored 74.06%, Ease of Use 77.88%, Ease of Learning 82.97%, and Satisfaction 75.20%. Based on these results, Discord's usability score was 76.92%, indicating that the Discord application demonstrates a satisfactory level of usability and has the potential to be used as an e-business platform.

Keywords: Usability, USE Questionnaire, Discord, E-Business