

ABSTRAK

SMP Bhakti Praja Margasari belum memiliki *website* khusus Sistem Penerimaan Murid Baru (SPMB) sehingga penyampaian informasi masih mengandalkan media sosial dan brosur. Kondisi tersebut mengharuskan calon murid dan orang tua mengakses beberapa media untuk memperoleh informasi secara lengkap serta sering menghubungi pihak sekolah untuk meminta penjelasan lebih lanjut. Penelitian ini bertujuan merancang *User Interface website* SPMB yang mampu menyajikan informasi secara terstruktur, mudah dipahami, dan sesuai dengan kebutuhan pengguna menggunakan metode *Design Thinking*. Tahapan penelitian meliputi *empathize*, *define*, *ideate*, *prototype*, dan *test*. Pengumpulan data dilakukan melalui observasi, wawancara, dan kuesioner, sedangkan *prototype* dievaluasi melalui uji ahli menggunakan instrumen kuesioner berbasis skala likert. Hasil penelitian berupa rancangan *prototype User Interface website* SPMB menggunakan figma yang menyediakan informasi pendaftaran, alur, persyaratan, serta fitur pendukung yang disusun berdasarkan kebutuhan pengguna. Berdasarkan penilaian ahli menggunakan skala likert, diperoleh total skor sebesar 43 atau persentase kelayakan sebesar 86% yang termasuk dalam kategori Sangat Layak. Hasil tersebut menunjukkan bahwa rancangan *User Interface* telah memenuhi aspek tata letak, tipografi, navigasi, konsistensi design, dan kejelasan elemen visual sehingga layak digunakan sebagai rancangan antarmuka *website* Sistem Penerimaan Murid Baru (SPMB). Dengan demikian, rancangan yang dihasilkan dapat menjadi acuan bagi SMP Bhakti Praja Margasari dalam mengembangkan *website* SPMB yang lebih efektif, efisien, dan berorientasi pada kebutuhan pengguna.

Kata Kunci: *User Interface*, Sistem Penerimaan Murid Baru, *Design Thinking*, Figma

ABSTRACT

SMP Bhakti Praja Margasari currently lacks a dedicated website for its New Student Admission System (SPMB), relying instead on social media and brochures to disseminate information. Consequently, prospective students and their parents must consult multiple channels to gather comprehensive information and frequently contact the school for further clarification. This study aims to design a User Interface for an SPMB website that presents information in a structured, easily understandable manner tailored to user needs, utilizing the Design Thinking methodology. The research process encompasses the stages of empathize, define, ideate, prototype, and test. Data collection involved observation, interviews, and questionnaires, while the prototype underwent expert evaluation using a Likert scale-based questionnaire. The study resulted in an SPMB website User Interface design featuring registration details, procedures, requirements, and supporting features aligned with user needs. Expert assessment using the Likert scale yielded a total score of 43—representing an 86% feasibility rate—placing the design in the "Highly Feasible" category. These results indicate that the User Interface design successfully addresses aspects of layout, typography, navigation, design consistency, and visual clarity, making it suitable for implementation as the interface for the New Student Admission System (SPMB) website. Thus, the resulting design can serve as a reference for SMP Bhakti Praja Margasari in developing an SPMB website that is more effective, efficient, and user-centric.

Keywords: User Interface, New Student Admission System, Design Thinking, Figma