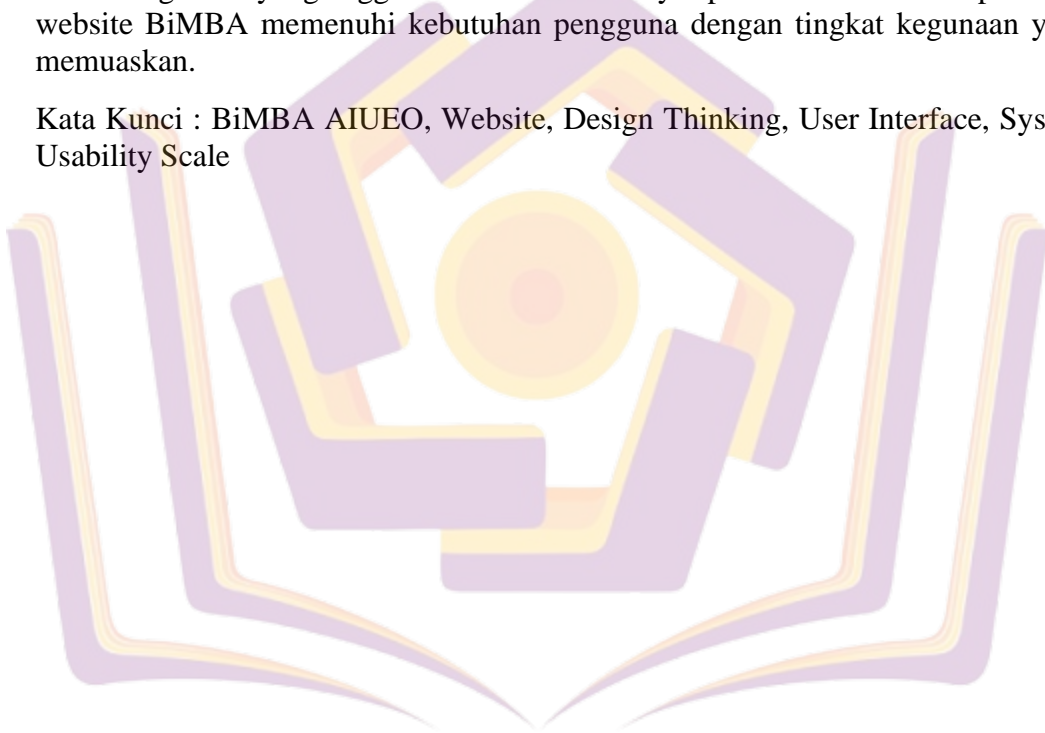


## INTISARI

Pesatnya perkembangan teknologi mempermudah akses informasi secara efektif. BiMBA AIUEO Unit Kecil, sebagai lembaga pendidikan nonformal anak usia dini, menghadapi tantangan berupa minimnya kesadaran masyarakat dan sistem pengelolaan manual yang kurang efisien. Penelitian ini merancang antarmuka pengguna website BiMBA menggunakan metode Design Thinking yang mencakup tahapan Empathize, Define, Ideate, Prototype, dan Testing. Survei terhadap 46 responden mengidentifikasi tujuh solusi utama, yang diwujudkan dalam desain website dengan empat fitur utama: landing page, portal orang tua, pengajar, dan admin. Pengujian prototipe dengan metode System Usability Scale menghasilkan skor rata-rata 84,62, menunjukkan kualitas tinggi, penerimaan baik, dan kebergunaan yang unggul. Penelitian ini menyimpulkan bahwa desain prototipe website BiMBA memenuhi kebutuhan pengguna dengan tingkat kegunaan yang memuaskan.

Kata Kunci : BiMBA AIUEO, Website, Design Thinking, User Interface, System Usability Scale



## **ABSTRACT**

*The rapid development of technology makes it easier to access information effectively. BiMBA AIUEO Small Unit, as a non-formal early childhood education institution, faces challenges in the form of lack of public awareness and inefficient manual management systems. This study designed the user interface of the BiMBA website using the Design Thinking method which includes the stages of Empathize, Define, Ideate, Prototype, and Testing. A survey of 46 respondents identified seven main solutions, which were realized in a website design with four main features: landing page, parent portal, teacher, and admin. Prototype testing using the System Usability Scale method resulted in an average score of 84.62, indicating high quality, good acceptance, and superior usability. This study concludes that the prototype design of the BiMBA website meets the needs of users with a satisfactory level of usability.*

*Keywords: BiMBA AIUEO, Website, Design Thinking, User Interface, System Usability*

