

INTISARI

Penelitian ini berjudul Desain Antarmuka Pengguna Aplikasi Edukasi Praktik Green Economy (EcoTani) dengan Metode Design Thinking. Bertujuan merancang antarmuka pengguna yang memfasilitasi adopsi edukasi ekonomi hijau bagi petani, penelitian ini berfokus pada perancangan UI untuk petani dengan literasi digital rendah. Metode Design Thinking (Empathize, Define, Ideate, Prototype, Testing) digunakan secara iteratif, didukung wawancara serta System Usability Scale (SUS) untuk evaluasi desain. Tahap Empathize mengidentifikasi rendahnya pemahaman petani tentang Green Economy dan kebutuhan aplikasi sederhana, intuitif, dengan visual jelas, serta navigasi mudah, termasuk fitur cuaca, tips pertanian, dan forum. Tahap Define menghasilkan User Persona dan Empathy Map untuk merumuskan masalah. Ideasi fitur dikembangkan, kemudian diwujudkan dalam prototyping antarmuka EcoTani. Pengujian dengan SUS dilakukan untuk mengukur kegunaan, dan masukan pengguna. Hasil pengujian menunjukkan bahwa aplikasi memperoleh skor rata-rata SUS sebesar 84.375, yang termasuk dalam kategori Excellent, menunjukkan kepuasan pengguna yang tinggi. Penelitian ini berhasil merancang antarmuka pengguna aplikasi edukasi praktik Green Economy yang intuitif dan mudah diadopsi petani, menggunakan pendekatan Design Thinking. Desain ini diharapkan mampu meningkatkan pemahaman dan mendorong adopsi praktik pertanian berkelanjutan, terutama bagi petani berliterasi digital rendah.

Kata Kunci: Antarmuka Pengguna, Ekonomi Hijau, Pertanian, Design Thinking, Literasi Digital.

ABSTRACT

This research, titled User Interface Design of a Green Economy Education Application (EcoTani) Using the Design Thinking Method, aims to design a user interface that facilitates the adoption of green economy education among farmers. The study focuses on UI design specifically for farmers with low digital literacy. The Design Thinking method (Empathize, Define, Ideate, Prototype, Testing) was employed iteratively, supported by interviews and the System Usability Scale (SUS) for design evaluation. The Empathize phase identified farmers' low understanding of the Green Economy and their need for a simple, intuitive application with clear visuals and easy navigation. Desired features included weather information, farming tips, and a forum. The Define phase resulted in User Personas and an Empathy Map to formulate the core problem. Feature ideas were then developed during Ideation and subsequently realized in the prototyping of the EcoTani interface. Testing with the SUS was conducted to measure usability and gather user feedback. The test results showed that the application achieved an average SUS score of 84.375, which falls into the "Excellent" category, indicating high user satisfaction. This research successfully designed an intuitive and easily adoptable user interface for a Green Economy education application, utilizing the Design Thinking approach. This design is expected to enhance understanding and encourage the adoption of sustainable farming practices, especially for farmers with low digital literacy.

Keywords: User Interface, Green Economy, Agriculture, Design Thinking, Digital Literacy.