

ABSTRAK

Zemuth Digital, merupakan usaha percetakan digital di Purbalingga yang belum memiliki website *company profile* resmi dan dikelola secara profesional. Informasi perusahaan masih disampaikan melalui media sosial dan website Blogspot lama dengan tampilan yang kurang terstruktur, sehingga menyulitkan pengguna dalam menemukan informasi layanan dan menurunkan citra profesional perusahaan. Penelitian ini bertujuan merancang *User Interface* dan *User Experience* (UI/UX) website *company profile* dengan menerapkan konsep *parallax scrolling* sebagai strategi penyajian informasi visual yang lebih menarik, terarah, dan mudah dipahami oleh pengguna.

Metode yang digunakan dalam penelitian ini adalah *User-Centered Design* (UCD), yang menekankan keterlibatan pengguna pada setiap tahapan perancangan. Proses penelitian meliputi analisis kebutuhan pengguna melalui observasi, wawancara, dan *pre-survey*, perancangan solusi berupa *wireframe*, *mockup*, dan *high-fidelity prototype* menggunakan Figma, serta implementasi *parallax scrolling* untuk menyajikan konten secara bertahap dan berurutan. Evaluasi desain dilakukan melalui penilaian oleh ahli UI/UX dan pengujian *usability* menggunakan kuesioner *System Usability Scale* (SUS) terhadap 30 responden.

Hasil pengujian menunjukkan bahwa rancangan website memperoleh skor SUS rata-rata sebesar 76 yang termasuk dalam kategori *Good* (Grade B) dan berada di atas nilai rata-rata standar. Hasil ini menunjukkan bahwa penerapan *parallax scrolling* yang terstruktur mampu mendukung kemudahan penggunaan, kejelasan navigasi, serta meningkatkan kualitas pengalaman pengguna. Dengan demikian, rancangan website *company profile* yang dihasilkan dinilai layak untuk diimplementasikan sebagai media informasi dan promosi digital Zemuth Digital.

Kata kunci: *UI/UX*, *website company profile*, *parallax scrolling*, *usability*, *User-Centered Design*.

ABSTRACT

Zemuth Digital, is a digital printing business located in Purbalingga that does not yet have an official and professionally managed company profile website. Company information is primarily delivered through social media and an outdated Blogspot website with an unstructured layout, which makes it difficult for users to find service information and reduces the company's professional image. Therefore, this study aims to design the User Interface and User Experience (UI/UX) of a company profile website by applying the parallax scrolling concept as a visual information presentation strategy to create a more engaging, structured, and user-friendly experience.

This study employs the User-Centered Design (UCD) method, which emphasizes user involvement throughout the design process. The research stages include user needs analysis through observation, interviews, and a pre-survey; solution design in the form of wireframes, mockups, and high-fidelity prototypes using Figma; and the implementation of parallax scrolling to present content gradually and sequentially. Design evaluation was conducted through expert review by UI/UX specialists and usability testing using the System Usability Scale (SUS) questionnaire involving 30 respondents.

The results indicate that the proposed website design achieved an average SUS score of 76, which falls into the good category (Grade B) and exceeds the standard average score. These findings demonstrate that the structured application of parallax scrolling supports ease of use, navigation clarity, and an improved user experience. Thus, the designed company profile website is considered suitable for implementation as a digital information and promotional medium for Zemuth Digital.

Keyword: UI/UX, company profile website, parallax scrolling, Usability, User-Centered design.