

ABSTRAK

Pengangguran di Indonesia tercatat terus menurun, namun tingkat pengangguran masih relatif tinggi dibandingkan negara maju. Salah satu faktor penyebabnya adalah keterbatasan akses informasi lowongan pekerjaan. Salah satu penyedia informasi lowongan pekerjaan di Indonesia yaitu *Engineering Career Center* (ECC), mengangkat sebuah platform yaitu *Website Ecc.co.id*, menjadi solusi potensial dalam menghubungkan *jobseeker* dengan perusahaan. Namun, fitur-fitur utama pada *website ecc.co.id*, seperti lowongan online, *assessment*, dan *career counseling*, memiliki berbagai permasalahan *usability* yang menghambat pengalaman pengguna, seperti alur *counseling* yang membingungkan, tampilan *website* kurang menarik, dan hasil *assessment* yang kurang informatif. Penelitian ini bertujuan untuk mengevaluasi dan memberikan rekomendasi perbaikan pada desain *User Interface* (UI) dan *User Experience* (UX) *website ecc.co.id*. Metode yang digunakan adalah *five planes framework*, yang mencakup lima elemen: *strategy plane*, *scope plane*, *structure plane*, *skeleton plane*, dan *surface plane*. Evaluasi dilakukan melalui *usability testing* berbasis platform *Maze.co*. Penilaian *usability* mencakup 5 aspek utama: *learnability*, *efficiency*, *memorability*, *errors*, dan *satisfaction*. Hasil penelitian ini menghasilkan nilai *usability* desain solusi yang meningkat pada lima aspek *usability*. *Learnability* meningkat dari 46% menjadi 80.83% yang artinya desain solusi mudah untuk digunakan, *efficiency* dengan *time behaviour* yang meningkat senilai 0.0150 *goal/sec* menjadi 0.0657 *goal/sec* berada pada kategori sangat cepat, *errors* tergolong semakin kecil 0,42 menjadi 0,09, *memorability* meningkat dari 1,4 menjadi 3,85 yang artinya desain solusi lebih gampang untuk diingat, *satisfaction* meningkat 1,93 menjadi 4 desain solusi dinilai sangat baik. Rekomendasi desain ini diharapkan dapat membantu ECC meningkatkan pengalaman pengguna dan memaksimalkan peran *website* dalam mendukung pencarian kerja di Indonesia.

Kata Kunci: *User Interface*, *User Experience*, *five planes framework*, *usability testing*, pengangguran, lowongan pekerjaan

ABSTRACT

Unemployment in Indonesia has been steadily declining; however, the unemployment rate remains relatively high compared to developed countries. One contributing factor is the limited access to job vacancy information. One of the job information providers in Indonesia is the Engineering Career Center (ECC), which introduced the Ecc.co.id platform as a potential solution to connect jobseekers with companies. However, the main features of Ecc.co.id, such as online job listings, assessments, and career counseling, present various usability issues that hinder the User Experience, including confusing counseling workflows, unattractive website design, and uninformative assessment results. This research aims to evaluate and propose improvements to the User Interface (UI) and User Experience (UX) design of the Ecc.co.id website. The methodology used is the five planes framework, which includes five elements: strategy plane, scope plane, structure plane, skeleton plane, and surface plane. The evaluation was conducted through usability testing using the Maze.co platform, assessing five key usability aspects: learnability, efficiency, memorability, errors, and satisfaction. The results show significant usability improvements in the proposed design across all five aspects. Learnability increased from 46% to 80.83%, indicating that the new design is easier to use. Efficiency improved with time behavior rising from 0.0150 goal/sec to 0.0657 goal/sec, categorized as very fast. Errors were significantly reduced from 0.42 to 0.09. Memorability increased from 1.4 to 3.85, suggesting the new design is easier to remember, while satisfaction rose from 1.93 to 4, indicating a highly positive evaluation of the new design. These recommendations aim to assist ECC in enhancing User Experience and maximizing the website's role in supporting job searches in Indonesia.

Keywords: User Interface, User Experience, five planes framework, usability testing, unemployment, job vacancies