

ABSTRAK

JOY Fellowship Indonesia merupakan komunitas rohani Kristen yang berfokus pada pelayanan dan pembinaan iman mahasiswa di Yogyakarta. Dalam pelaksanaan kegiatan pelayanan, organisasi ini sangat bergantung pada keterlibatan mahasiswa sebagai relawan. Namun, proses perekrutan relawan masih dilakukan secara manual menggunakan *Google Form* yang disebarakan melalui komunikasi personal maupun grup. Kondisi tersebut menimbulkan berbagai permasalahan, seperti informasi pelayanan yang kurang terpusat, pengelolaan data pendaftar yang belum terorganisir dengan baik, serta kesulitan mahasiswa dalam memantau status pendaftaran mereka. Akibatnya, proses koordinasi dan distribusi peran pelayanan menjadi kurang optimal. Oleh karena itu, penelitian ini bertujuan merancang *User Interface* (UI) dan *User Experience* (UX) fitur “Mahasiswa Penolong” pada website JOY Fellowship Indonesia sebagai sarana pendaftaran pelayanan yang terpusat dan mudah digunakan.

Penelitian ini menggunakan metode *Goal-Directed Design* (GDD) yang terdiri dari enam tahapan, yaitu *Research*, *Modeling*, *Requirement*, *Framework*, *Refinement*, dan *Support*. Pengumpulan data dilakukan melalui wawancara, observasi, penyebaran kuesioner, dan studi literatur untuk mengidentifikasi kebutuhan pengguna. Pada tahap evaluasi, digunakan metode *Cognitive Walkthrough* (CW) yang melibatkan tiga evaluator ahli untuk menilai aspek *learnability* dan menemukan permasalahan *usability* pada rancangan. Selanjutnya, setelah dilakukan perbaikan desain, dilakukan pengujian *Performance Measurement* menggunakan platform *Maze* dengan melibatkan lima mahasiswa sebagai partisipan untuk mengukur efektivitas, efisiensi, dan kepuasan pengguna.

Hasil evaluasi *Cognitive Walkthrough* tahap pertama menunjukkan adanya beberapa permasalahan *usability* yang kemudian diperbaiki melalui proses *redesign*. Pada evaluasi tahap kedua, seluruh parameter berhasil dipenuhi dengan tingkat keberhasilan 100%. Hasil pengujian *Performance Measurement* menunjukkan bahwa rancangan yang dikembangkan memiliki tingkat *usability* yang sangat baik dengan nilai *Success Rate* sebesar 97,14%, *Error Rate* sebesar 8,57%, dan *Overall Relative Efficiency* (ORE) sebesar 94,14%. Selain itu, nilai rata-rata *Single Ease Question* (SEQ) sebesar 6,51 dari skala 7 menunjukkan bahwa sistem dinilai sangat mudah digunakan oleh pengguna. Penelitian ini menghasilkan *high-fidelity prototype* fitur Mahasiswa Penolong yang mampu mendukung proses pendaftaran pelayanan secara lebih terstruktur, meningkatkan akses informasi bagi mahasiswa, serta siap untuk diimplementasikan pada website JOY Fellowship Indonesia.

Kata Kunci: *Goal Directed Design, Cognitive Walkthrough, Performance Measurement, Usability, User Interface*

ABSTRACT

JOY Fellowship Indonesia is a Christian spiritual community focusing on the ministry and spiritual formation of university students in Yogyakarta. In implementing its ministry activities, this organization heavily relies on student involvement as volunteers. However, the volunteer recruitment process is still conducted manually using Google Forms distributed through personal communications and groups. This condition creates various problems, such as decentralized ministry information, disorganized applicant data management, and students' difficulties in monitoring their registration status. Consequently, the coordination process and the distribution of ministry roles become less optimal. Therefore, this research aims to design the User Interface (UI) and User Experience (UX) of the "Mahasiswa Penolong" feature on the JOY Fellowship Indonesia website as a centralized and user-friendly ministry registration platform.

This research uses the Goal-Directed Design (GDD) method, which consists of six stages, namely Research, Modeling, Requirement, Framework, Refinement, and Support. Data collection was carried out through interviews, observations, questionnaires distribution, and literature studies to identify user needs. In the evaluation stage, the Cognitive Walkthrough (CW) method was used involving three expert evaluators to assess the learnability aspect and discover usability problems in the design. Furthermore, after the design was improved, a Performance Measurement test was conducted using the Maze platform involving five students as participants to measure effectiveness, efficiency, and user satisfaction.

The results of the first stage of the Cognitive Walkthrough evaluation indicated several usability problems which were then fixed through a redesign process. In the second stage of the evaluation, all parameters were successfully fulfilled with a 100% success rate. The Performance Measurement test results showed that the developed design had an excellent usability level with a Success Rate of 97.14%, an Error Rate of 8.57%, and an Overall Relative Efficiency (ORE) of 94.14%. In addition, the average Single Ease Question (SEQ) score of 6.51 out of a 7-point scale indicated that the system was considered very easy to use by the users. This research produced a high-fidelity prototype of the Mahasiswa Penolong feature that is capable of supporting a more structured ministry registration process, improving information access for students, and is ready to be implemented on the JOY Fellowship Indonesia website.

Keywords: *Goal-Directed Design, Cognitive Walkthrough, Performance Measurement, Usability, User Interface.*