ABSTRACT

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USER INTERFACE ANALYSIS ON MYTELKOMSEL APPLICATION WITH HEURISTIC EVALUATION METHOD

(xiv + 67 + Appendix)

Applications have become part of everyday life, including in the telecommunications industry. One of them is PT. Telecommunication Cellular (Telkomsel) which was founded in 1995 as a form of joint venture between Telkom Indonesia and Indosat. The development of Telkomsel's era created an application that made it easier for telkomsel users to make transactions, namely MyTelkomsel. This application provides features that help telcomsel users like filling internet quotas, viewing the remainder of the pulse, seeing the remaining data of the internet and so on. In this study, the author carried out an analysis of the usability of the user interface of the application Mytelkomsel using the method of heuristic evaluation. Based on the method used, namely, heuristics evaluation of the 10 principles of Jakob Neilsen. In this study, data was collected using 23 questions on a questionnaire distributed to 100 MyTelkomsel user resonants. MyTelkomsel's analytical calculations amounted to 90.67%. The results indicate that the MyTalkomsel app belongs to the "Highest" category.