ABSTRACT

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User Interface Usability Analysis JKT48 Private Message Application Using the Heuristic Evaluation Method

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Keyword: Analysis, Heuristic Evaluation, JKT48 Private Message, Usability

(xii + 57 + Attachments)

Using the Private Message application to communicate with their idols is currently a trend among foreign and domestic idol fans, one of which is fans of the idol group JKT48 with their application, namely JKT48 Private Message. JKT48 Private Message is an application that provides a service that will provide access to get direct messages from JKT48 members in the form of daily member activities. In the research, the author analyzed the user interface of the JKT48 Private Message application to find out the level of usability of the JKT48 Private Message application. The method used is Heuristic Evaluation with reference to 10 principles according to Jacob Nielsen. Data collection was carried out using a questionnaire containing 20 questions and was distributed to 100 respondents who were users or had used the JKT48 Private Message application. Data processing was carried out using IBM SPSS 2.5 software to carry out validity and reliability tests and Microsoft Excel to organize and calculate data. The results of calculating the descriptive percentage formula obtained a result of 69.79% for the JKT48 Private Message application, which means that the application is included in the HIGH category

Bibliography (2019-2024)