

ABSTRAK

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PERANCANGAN ULANG SITUS TUKANGSAYUR.ID MENJADI SITUS *E-COMMERCE*

(xvii + 77 halaman: 72 gambar; 5 tabel; 2 lampiran)

Pandemi COVID-19 menyebabkan masyarakat diharapkan untuk selalu berada di rumah sehingga transaksi pada tahun 2020 pun mengalami peningkatan yang sangat pesat. Jumlah transaksi *online shopping* semakin meningkat sehingga situs berbentuk *e-commerce* makin diperlukan. Tukangsayur.id hadir sebagai salah satu situs yang menyediakan sarana belanja kebutuhan dapur bagi konsumen Indonesia. Saat ini, situs Tukangsayur.id hanya berfungsi sebagai *company profile* sedangkan situs dari kompetitor sudah berbentuk *e-commerce*. Dalam memenuhi kebutuhan dan meningkatkan kesadaran masyarakat terhadap Tukangsayur.id, penulis melakukan proyek perancangan ulang situs Tukangsayur.id menjadi situs *e-commerce*. Dalam menjalankan proyek ini, penulis membagi proses proyek desain menjadi lima tahapan: pertama, mengidentifikasi permasalahan desain pada situs dengan beberapa metode dan pendekatan *form*, *content*, dan *context* yang disertai dengan prinsip *user interface*. Setelah permasalahan desain teridentifikasi situs Tukangsayur.id diredesain berdasarkan data-data yang telah dikumpulkan hingga pada tahap prototipe. Penulis melalui proyek ini, situs Tukangsayur.id dirancang sesuai dengan prinsip *user interface* yang baik dan konsumen dapat memiliki aksesibilitas dan pengalaman berbelanja yang mudah, menarik, dan tepat.

Referensi: 12 (2011-2021).

Kata kunci: Situs, *User interface*, Perancangan Ulang, *E-Commerce*

ABSTRACT

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REDESIGN TUKANGSAYUR.ID WEBSITE INTO *E-COMMERCE* WEBSITE

(xvii + 77 pages; 72 figures; 5 tables; 2 appendices)

The COVID-19 pandemic causes people to be expected to always stay at home, so transactions in 2020 also experience a very rapid increase. The amount of online shopping transactions is increasing so e-commerce sites are needed more. Tukangsayur.id is one of the sites that provides a means of shopping for kitchen needs for customers in Indonesia. Currently, the Tukangsayur.id site only functions as a company profile, while competitors' sites are already in the form of e-commerce. In meeting the needs and increasing public awareness of Tukangsayur.id, the author carried out a project to redesign the Tukangsayur.id site into an e-commerce site. In carrying out this project, the author divides the design project process into five stages: first, identifying design problems on the site with several methods and approaches of form, content, and context accompanied by user interface principles. After the design problems were identified, the Tukangsayur.id site was redesigned based on the data that had been collected up to the prototype stage. The author through this project, the Tukangsayur.id site is designed according to the principle of a good user interface and consumers can have accessibility and an easy, attractive, and appropriate shopping experience.

References: 12 (2011-2021)

Keywords: Website, *User interface*, Redesign, E-Commerce