

# Evaluasi dan pengembangan desain alternatif situs Direktorat Jenderal Imigrasi Republik Indonesia dengan pendekatan design thinking = Evaluation and design improvement development on the Directorate General of Immigration of the Republic of Indonesia site using the design thinking approach

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## Abstrak

Electronic Government atau e-Government merupakan pemanfaatan Teknologi Informasi dan Komunikasi (TIK) oleh pemerintah dalam memberikan pelayanan yang lebih efisien kepada masyarakat. Implementasi e-Government di Indonesia telah dimulai sejak tahun 2003 dan masih terus berkembang hingga saat ini. Direktorat Jenderal Imigrasi Republik Indonesia merupakan salah satu instansi pemerintah yang mengimplementasikan e-Government melalui situs Imigrasi.go.id. Kendati telah dikembangkan selama lebih dari satu dekade, keluhan terkait situs Imigrasi.go.id masih banyak disampaikan oleh para penggunanya. Penelitian ini berupaya untuk memberikan solusi atas permasalahan pada situs Imigrasi.go.id melalui evaluasi dan pengembangan desain alternatif dengan metode Design Thinking. Adapun pengumpulan data dilakukan melalui kuesioner daring, wawancara, usability testing, dan heuristic evaluation. Sebanyak 31 solusi desain diajukan untuk menyelesaikan masalah-masalah yang ditemukan. Melalui usability testing terhadap situs saat ini dan desain alternatif, diperoleh peningkatan persentase kesuksesan pengerjaan task dari 73,6% menjadi 92,4%.

.....Electronic Government or e-Government is the use of Information and Communication Technology (ICT) by a government in providing services that are more efficient for the public. The implementation of e-Government in Indonesia has started since 2003 and is continuously being developed until present time. The Directorate General of Immigration Republic of Indonesia is one of the government agencies which implement e-Government through the Imigrasi.go.id website. Although it has been developed for more than a decade, the Imigrasi.go.id website is still receiving many complaints from its users. This study attempted to provide solutions for the problem within Imigrasi.go.id site through the evaluation and the development of alternative design using Design Thinking method. The data was collected through online questionnaires, interviews, usability testing, and heuristic evaluations. A total of 31 design solutions were proposed to solve the problems found. Through usability testing of the current site and alternative designs, the percentage of successful tasks increased from 73.6% to 92.4%.