

## ABSTRAK

Shopee adalah situs elektronik komersial yang berkantor pusat di Singapura yang dimiliki oleh Sea Limited, yang didirikan pada 2009 oleh Forrest Li. Shopee sejak itu memperluas jangkanya se-Asia, yang artinya Shopee sebagai media atau alat jual beli secara elektronik tidak harus ketemu langsung antara pembeli dan penjual cukup menggunakan aplikasi. Alasan pembisnis menggunakan aplikasi Shopee karena dalam mempromosikan produk nya lebih mudah di banding *E-commerce* yang lain. Akan tetapi aplikasi ini masih belum mencapai tingkat sempurna, maka dari itu diperlukan analisis bertujuan untuk mengevaluasi *Usability* aplikasi, dapat bermanfaat dengan baik jika kekurangan dalam penggunaannya dapat dihilangkan atau diminimalkan serta memberikan manfaat dan kepuasan bagi pengguna, pada penelitian ini juga diberikan saran berupa Rekomendasi berupa desain UI/UX berdasarkan hasil *Usability*. Penelitian ini menggunakan metode *Heuristic Evaluation* untuk mengevaluasi Aplikasi serta menggunakan ISO/IEC 9126 untuk menganalisis Kualitas aplikasi. Berdasarkan hasil analisis tingkat *Usability* dari aplikasi Shopee berdasarkan model standar ISO/IEC 9126 dan metode *Heuristic Evaluation* sebesar 70,3% dari hasil tersebut dapat disimpulkan bahwa secara keseluruhan aplikasi Shopee Baik. Namun ada beberapa aspek *Usability* yang harus diperbaiki dari Shopee Berdasarkan Model Standar ISO/IEC 9126 dan metode *Heuristic Evaluation* meliputi aspek *Use control and freedom* 33,2% yang termasuk predikat kurang, *Flexibility and efficiency for use* sebesar 36,6% termasuk predikat kurang, *Operability* sebesar 29,9% termasuk predikat kurang.

**Kata kunci :** *Heuristic Evaluation*, ISO/IEC 9126, Shopee, *Usability*.

## **ABSTRACT**

*Shopee is a commercial electronics site headquartered in Singapore owned by Sea Limited, which was founded in 2009 by Forrest Li. Shopee has since expanded its reach throughout Asia, which means that Shopee as a medium or electronic buying and selling tool does not have to meet directly between buyers and sellers, just use the application. The reason business people use the Shopee application is because promoting their products is easier compared to other E-commerce. However, this application has not yet reached a perfect level, therefore an analysis is needed aimed at evaluating the Usability of the application. It can be useful if the shortcomings in its use can be eliminated or minimized and provide benefits and satisfaction for users. In this research, suggestions are also provided in the form of recommendations in the form of UI/UX design based on Usability results. This research uses the Heuristic Evaluation method to evaluate applications and uses ISO/IEC 9126 to analyze application quality. Based on the results of the Usability level analysis of the Shopee application based on the ISO/IEC 9126 standard model and the Heuristic Evaluation method of 70.3%, it can be concluded that overall the Shopee application is good. However, there are several aspects of Usability that must be improved from Shopee based on the ISO/IEC 9126 Standard Model and the Heuristic Evaluation method, including aspects of Use control and freedom, 33.2%, which is considered insufficient, Flexibility and efficiency for use is 36.6%, which is considered insufficient, Operability of 29.9% is considered poor.*

**Keywords:** *Heuristic Evaluation, ISO/IEC 9126, Shopee, Usability.*