

## ABSTRAK

Perkembangan teknologi informasi mendorong instansi pemerintah untuk menyediakan layanan publik secara digital melalui website resmi. Namun, masih banyak website instansi yang belum optimal dari segi kemudahan penggunaan, sehingga berdampak pada efektivitas penyampaian informasi kepada masyarakat. *Usability* merupakan aspek penting dalam pengembangan sistem informasi, khususnya pada *website* instansi pemerintah yang digunakan untuk menyampaikan informasi dan layanan publik. Penelitian ini melakukan evaluasi *usability* pada *website* Dinas Pertanian dan Ketahanan Pangan Provinsi Jawa Timur menggunakan Standar ISO/IEC 25010 dan metode *Heuristic evaluation*. Pengumpulan data dilakukan melalui kuesioner, wawancara, dokumentasi, serta pengujian task scenario pada aspek efisiensi dan kesalahan penggunaan. Penilaian melibatkan 374 responden pengguna dan tiga evaluator ahli. Setelah dilakukan perbaikan berdasarkan hasil evaluasi awal, lima aspek utama menunjukkan peningkatan signifikan. *Match Between System and the Real World* meningkat menjadi 87,5%, *Recognition Rather Than Recall* menjadi 87,5%, *Flexibility and Efficiency of Use* menjadi 91,7%, *Aesthetic and Minimalist Design* mencapai 91,7%, serta *Help and Documentation* juga mencapai 91,7%. Seluruh aspek tersebut masuk dalam kategori “Sangat Baik”. Hasil ini menunjukkan bahwa penerapan metode evaluasi *usability* disertai rekomendasi perbaikan mampu meningkatkan kualitas tampilan, kenyamanan, dan kemudahan penggunaan *website* secara menyeluruh.

**Kata Kunci :** *Usability*, ISO/IEC 25010, *Heuristic evaluation*, Evaluasi *Usability*

## ABSTRACT

*The advancement of information technology encourages government institutions to provide public services digitally through official websites. However, many institutional websites are still not optimal in terms of usability, which affects the effectiveness of information delivery to the public. Usability is a crucial aspect in the development of information systems, especially for government websites that serve as a medium for delivering public information and services. This study evaluates the usability of the website of the East Java Provincial Office of Agriculture and Food Security using the ISO/IEC 25010 standard and the Heuristic Evaluation method. Data collection was carried out through questionnaires, interviews, documentation, and task scenario testing focusing on efficiency and error aspects. The evaluation involved 374 user respondents and three expert evaluators. After improvements were made based on the initial evaluation results, five main aspects showed significant improvement. Match Between System and the Real World increased to 87.5%, Recognition Rather Than Recall to 87.5%, Flexibility and Efficiency of Use to 91.7%, Aesthetic and Minimalist Design reached 91.7%, and Help and Documentation also reached 91.7%. All of these aspects fall into the "Excellent" category. These results indicate that applying usability evaluation methods along with improvement recommendations can significantly enhance the overall appearance, comfort, and ease of use of the website.*

**Keywords:** *Usability, ISO/IEC 25010, Heuristic Evaluation, Usability Evaluation*