

ABSTRAK

Website SIMBKM Universitas Trunodjoyo Madura merupakan sistem informasi yang digunakan untuk mendukung pelaksanaan kegiatan Merdeka Belajar Kampus Merdeka (MBKM). Aspek *usability* pada *Website* menjadi hal penting karena berpengaruh terhadap kemudahan partisipan dalam memahami sistem dan menyelesaikan aktivitas yang tersedia. Penelitian ini bertujuan untuk mengukur tingkat *usability Website* SIMBKM menggunakan metode *Cognitive Walkthrough* dan *Eye-tracking* serta memberikan usulan perbaikan antarmuka *Website*. Evaluasi dilakukan dengan melibatkan 30 partisipan yang menyelesaikan 7 *task* sebelum dan sesudah perbaikan *Website*. Hasil penelitian menunjukkan adanya peningkatan performa partisipan setelah dilakukan perbaikan, dengan rata-rata waktu penyelesaian *task* menurun dari 65 detik menjadi 37 detik, jumlah *task* berhasil meningkat dari 6,9 menjadi 7 *task*, serta jumlah kesalahan menurun dari rata-rata 4 menjadi 0 kesalahan. Hasil uji *Mcnemar* menunjukkan tidak terdapat perbedaan signifikan pada tingkat keberhasilan, namun terdapat perubahan jumlah kesalahan yang signifikan pada *Task 1*, *Task 4*, dan *Task 5*. Hasil uji *Wilcoxon Signed Rank Test* menunjukkan adanya perbedaan waktu penyelesaian yang signifikan pada *Task 1*, *Task 3*, *Task 4*, dan *Task 7*. Perbaikan dilakukan melalui *redesign* antarmuka berupa perubahan struktur navigasi, perbaikan tampilan *Dashboard*, *Font* Inter, penambahan penanda menu aktif, serta Panduan Pengajuan MBKM. Penelitian ini juga mendukung pencapaian SDGs, khususnya SDG 4, SDG 9, dan SDG 10 melalui pengembangan sistem digital yang lebih efektif dan mudah digunakan.

Kata Kunci: *Usability, Cognitive Walkthrough, Eye-tracking Analysis, Redesign, SIMBKM*

ABSTRACT

The SIMBKM Website of Trunodjoyo Madura University is an information system used to support the implementation of the Merdeka Belajar Kampus Merdeka (MBKM) program. Usability is an important aspect of the Website because it affects participants' ease of understanding the system and completing the available activities. This study aims to measure the usability level of the SIMBKM Website using the Cognitive Walkthrough and Eye-tracking methods and to propose improvements to the Website interface. The evaluation involved 30 participants who completed 7 tasks before and after the Website improvements. The results showed an improvement in participant performance after the redesign, with the average task completion time decreasing from 65 seconds to 37 seconds, the number of successfully completed tasks increasing from 6.9 to 7 tasks, and the average number of errors decreasing from 4 to 0 errors. The McNemar test results indicated that there was no significant difference in the success rate; however, a significant change in the number of errors was found in Task 1, Task 4, and Task 5. The results of the Wilcoxon Signed-Rank Test showed a significant difference in task completion time for Task 1, Task 3, Task 4, and Task 7. The improvements were implemented through interface redesign, including changes to the navigation structure, improvements to the Dashboard layout, the use of the Inter font, the addition of active menu indicators, and the implementation of an MBKM Submission Guide. This study also supports the achievement of the Sustainable Development Goals (SDGs), particularly SDG 4, SDG 9, and SDG 10, through the development of a more effective and user-friendly digital system.

Keywords: *Usability, Cognitive Walkthrough, Eye-tracking Analysis, Redesign, SIMBKM*