

ABSTRAK

Penelitian ini menerapkan metode *Kansei Engineering* dalam merancang desain antarmuka pengguna *website* dengan *Kansei Engineering Type I*. Perancangan ini bertujuan untuk merancang antarmuka pengguna berdasarkan faktor emosional pengguna *website*. Pada penelitian ini perancangan tampilan antarmuka *website* hanya berlaku pada ruru sepatu ciamis.

Melalui metode penelitian yang sesuai dengan *Kansei Engineering Tipe I*, dimulai dengan menentukan strategi analisis menggunakan statistik multivariat yaitu Analisis Koefisien Korelasi, Analisis Komponen Utama, Analisis Faktor dan *Partial Least Square* serta tahap akhir rekomendasi usulan desain.

Hasil akhir dari penelitian ini adalah munculnya rekomendasi perancangan tampilan antarmuka Ruru Sepatu Ciamis berbasis metode *Kansei Engineering* dengan konsep perancangan yang mempunyai nilai tertinggi yaitu konsep desain Proporsional.

Kata Kunci: *Kansei Engineering, Kansei Engineering Type I, Website*

ABSTRACT

This research applies the Kansei engineering method in designing website user interface design with Kansei Engineering Type I. This design aims to design a user interface based on the emotional factors of website users. In this research, website user interface design only applies to ruru sapatu ciamis.

Through research methods that are in accordance with Kansei Engineering Type I, starting with determining the strategy to analysis using multivariate statistics, namely Correlation Coefficient Analysis, Principal Component Analysis, Factor Analysis and Partial Least Square as well as the final stage of design proposal recommendations.

The final result of this research is the emergence of recommendations for the design of the Ruru Sapatu Ciamis user interface based on the Kansei Engineering method with the design concept that has the highest value, namely the Proportional design concept.

Keywords: Kansei Engineering, Kansei Engineering Type I, Website