

ABSTRAK

Perkembangan teknologi informasi mendorong kebutuhan akan sistem informasi ketenagakerjaan berbasis website yang mampu menyajikan informasi secara mudah, terstruktur, dan sesuai dengan kebutuhan pengguna. Permasalahan dalam penyampaian informasi ketenagakerjaan menunjukkan perlunya perancangan antarmuka yang tidak hanya memperhatikan aspek fungsional, tetapi juga kebutuhan emosional pengguna. Penelitian ini bertujuan untuk mengidentifikasi kebutuhan emosional pengguna terhadap desain antarmuka sistem informasi ketenagakerjaan serta mengevaluasi *usability* rancangan menggunakan metode *Kansei Engineering* dan *Heuristic Evaluation* pada Dinas Komunikasi Informatika Kota Tasikmalaya.

Metode *Kansei Engineering Type I* digunakan dengan instrumen *Semantic Differential* terhadap lima spesimen website dan tujuh *Kansei Word*, yaitu Modern, Menarik, Informatif, Profesional, Interaktif, Rapi, dan Kontras. Data dari 52 responden dianalisis menggunakan CCA, PCA, FA, dan PLS. Hasil CCA menunjukkan korelasi tertinggi sebesar 0,970 antara Modern dan Profesional serta terendah 0,573 antara Profesional dan Interaktif. PCA menghasilkan tiga faktor dengan kontribusi F1 85,190%, F2 11,827%, dan kumulatif 97,017%. FA menghasilkan dua dimensi dengan kontribusi D1 62,45% dan D2 24,18%, dengan kumulatif 86,63%. Selanjutnya, PLS menghasilkan nilai *All Range* 0,115 dengan koefisien tertinggi 0,143, yang digunakan sebagai dasar penentuan rekomendasi elemen desain antarmuka dan diwujudkan dalam prototipe menggunakan Figma.

Heuristic Evaluation dilakukan oleh tiga expert evaluator berdasarkan sepuluh prinsip *usability* Nielsen dan menghasilkan tiga temuan *usability* pada area *header*, *body*, dan *footer*. Nilai *Severity Rating* berada pada rentang 0,67 hingga 2,00, yang menunjukkan permasalahan pada tingkat kosmetik hingga minor. Perbaikan dilakukan melalui peningkatan kontras warna teks navigasi *header*, pembesaran ukuran *font* tanggal berita, dan penambahan padding pada *footer*. Hasil penelitian menunjukkan bahwa integrasi *Kansei Engineering* dan *Heuristic Evaluation* menghasilkan rancangan antarmuka sistem informasi ketenagakerjaan yang sesuai dengan kebutuhan emosional pengguna serta telah melalui evaluasi dan perbaikan *usability*.

Kata Kunci: Sistem Informasi Ketenagakerjaan, *Kansei Engineering*, *Heuristic Evaluation*, *User Interface*, *Usability*

ABSTRACT

The development of information technology has increased the need for a web-based employment information system capable of presenting information in an accessible, structured, and user-oriented manner. Problems in the delivery of employment information indicate the need for interface design that considers not only functional aspects but also users' emotional needs. This study aims to identify users' emotional needs toward the interface design of an employment information system and evaluate its usability using Kansei Engineering and Heuristic Evaluation at the Department of Communication and Informatics of Tasikmalaya City.

The Kansei Engineering Type I method was applied using a Semantic Differential instrument involving five website specimens and seven Kansei Words: Modern, Attractive, Informative, Professional, Interactive, Neat, and Contrast. Data from 52 respondents were analyzed using CCA, PCA, FA, and PLS. The CCA results showed the highest correlation of 0.970 between Modern and Professional and the lowest correlation of 0.573 between Professional and Interactive. PCA produced three factors with contributions of 85.190% for F1 and 11.827% for F2, with a cumulative contribution of 97.017%. FA produced two dimensions, with D1 contributing 62.45% and D2 24.18%, resulting in a cumulative contribution of 86.63%. Furthermore, PLS produced an All Range value of 0.115 with the highest coefficient of 0.143, which was used as the basis for determining interface design recommendations and developing a prototype using Figma.

Heuristic Evaluation was conducted by three expert evaluators based on Nielsen's ten usability principles and identified three usability findings in the header, body, and footer. The Severity Rating ranged from 0.67 to 2.00, indicating problems categorized from Cosmetic to Minor Problem. Improvements were made by increasing the contrast of header navigation text, enlarging the font size of news dates, and increasing footer padding. The results indicate that integrating Kansei Engineering and Heuristic Evaluation produces an employment information system interface that meets users' emotional needs while improving usability.

Keywords: Employment Information System, Kansei Engineering, Heuristic Evaluation, User Interface, Usability