

INTISARI

Perkembangan Industri Kecil Menengah meningkat dengan baik, keinginan Dirjen IKM, Gati Wibawaningsih yaitu menguasai pasar batik dunia dengan 47.000 unit usaha dan tersebar sebanyak 101 sentra di Indonesia. Ekspor batik meningkat 14.7% dengan pelanggan dari Eropa, Jepang, dan USA. Penelitian ini dilakukan di batik Butimo yang berada di Yogyakarta yang dimana IKM tersebut sudah memiliki situs web namun belum ada teknologi perhitungan biaya pada situs web jasa desain online, hal ini diperlukan untuk membantu IKM yang memiliki jasa desain pada industri batik secara online dapat sempurna melakukan transaksi secara menyeluruh. Tujuan dari penelitian ini yaitu menambahkan inovasi perhitungan biaya dan waktu produksi pada situs web, peneliti membuat algoritma untuk pembuatan situs web dan melakukan evaluasi situs web menggunakan metode Job Order Costing, Heuristic Evaluation, System Usability Scale, dan performance measurement. Uji Heuristic Evaluation diikuti 5 expert yang dapat mewakili 80% terjadi masalah pada situs web, ditemukan kesalahan minor dan hasil uji System Usability Scale ditemukan 3 responden memiliki rating good dan 2 menilai rating poor. Setelah perbaikan kesuluruhan expert mengatakan baik dan satu expert mengatakan sangat baik. Dari hasil yang ditemukan situs web yang buat sudah berjalan dengan baik sehingga bisa membantu situs web batik lainnya yang memiliki jasa pembuatan desain online.

Kata Kunci: *Heuristic Evaluation, Situs web, System Usability Scale, UMKM, Indonesia, Job Order Costing, Performance Measurement, Batik, Entity Relationship Diagram*

ABSTRACT

The development of Small and Medium Industries is increasing well, the desire of the Director General of IKM, Gati Wibawaningsih is to dominate the world batik market with 47,000 business units and spread over 101 centers in Indonesia. Batik exports increased by 14.7% with customers from Europe, Japan and the USA. This research was conducted in Butimo batik which located in Yogyakarta where the IKM already has a website but there is no cost calculation technology on the online design service website, this is needed to help IKM who have design services in the online batik industry can perfectly conduct transactions as a whole. The purpose of this study is to add innovation to the calculation of production costs and time on the website, the researcher makes an algorithm for website creation and evaluates the website using the Job Order Costing, Heuristic Evaluation, System Usability Scale, and performance measurement methods. The Heuristic Evaluation test was followed by 5 experts who could represent 80% of problems on the website, minor errors were found and the results of the System Usability Scale test found 3 respondents had a good rating and 2 rated a poor rating. After improvement, all of the experts said it was good and one expert said it was very good. From the results, it was found that the website that was created was running well so that it could help other batik websites that have online design making services.

Keywords: Heuristic Evaluation, Situs web, System Usability Scale, UMKM, Indonesia, Job Order Costing, Performance Measurement, Batik, Entity Relationship Diagram