

ABSTRAK

Peningkatan kasus Covid-19 membuat aktivitas manusia menjadi terbatas. Hal tersebut menyebabkan terhambatnya kegiatan ekonomi salah satunya jual beli hasil pertanian pada petani hidroponik karena konsumen menjadi sangat selektif. Luaran dari *capstone project* ini berupa aplikasi *website* Semai yaitu *marketplace* yang dapat mewadahi petani bertemu dengan calon pembeli. Pada *paper* ini akan dibahas mengenai proses perancangan antarmuka aplikasi Semai dan proses implementasi pada *frontend website* Semai Petani (*back office*). Pengukuran kebergunaan produk dilakukan dengan metode *System Usability Scale* dengan hasil skor untuk *Website Semai Pembeli* sebesar 78.875 dan *Website Semai Petani Back Office* sebesar 78. Keduanya berada pada *grade B* yang menunjukkan aplikasi memiliki kebergunaan yang baik.

Kata kunci—*website, marketplace, antarmuka, frontend, system usability scale, petani, hidroponik*

ABSTRACT

The increase in Covid-19 cases has limited human activities. This causes economic activities to be hampered, one of which is the sale and purchase of agricultural products to hydroponic farmers because consumers are very selective. The output of this capstone project is a website application called Semai, which is a marketplace that can accommodate farmers to meet potential buyers. In this paper, we will discuss the process of designing the application interface and the implementation process on the frontend of the Semai Farmer website (back office). The measurement of product usability was carried out using the System Usability Scale method with a score of 78,875 for the Semai Buyer's Website and 78 for the Back Office Farmer's Semai Website. Both were in grade B which indicates the application has good usability.

Keywords—website, marketplace, user interface, frontend, system usability scale, farmer, hydroponic