

Analisis dan Perancangan Sistem Informasi dan Desain Antarmuka Platform Secondhand Fashion E-Commerce dengan Pendekatan Design Thinking = Analysis and Design of Secondhand Fashion E-Commerce Information Systems and Interface Using a Design Thinking Approach

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Abstrak

Fenomena thrifting mengalami perkembangan yang pesat dan diprediksi akan terus bertumbuh. Secondhand fashion e-commerce merupakan platform online yang memfasilitasi aktivitas jual beli barang bekas berjenis fashion. Meskipun mengalami pertumbuhan yang pesat, secondhand fashion e-commerce menghadapi tantangan seperti masalah kepercayaan dan keamanan serta masalah kenyamanan dan kemudahan pengguna. Oleh karena itu, diperlukan analisis mendalam untuk mengatasi tantangan tersebut. Penelitian ini bertujuan untuk menganalisis dan merancang sistem informasi dan desain antarmuka dari platform secondhand fashion e-commerce yang sesuai dengan kebutuhan pengguna, serta melakukan evaluasi terhadap desain antarmuka tersebut. Penelitian ini memanfaatkan metodologi Design Thinking yang berfokus pada inovasi dan pemecahan masalah yang kompleks. Pengumpulan data pada penelitian ini dilakukan melalui benchmarking, survei kualitatif, dan wawancara dengan stakeholders utama. Analisis dan perancangan sistem informasi dari platform ini terdiri atas pemodelan functional, structural, dan behavioral yang dilakukan menggunakan pendekatan Object-Oriented Systems Analysis and Design. Penelitian ini juga akan menyoroti pentingnya informasi naratif, validasi barang, dan gamifikasi dalam secondhand fashion e-commerce. Hasil akhir dari penelitian ini adalah rancangan high-fidelity prototype dari platform secondhand fashion e-commerce yang sesuai dengan kebutuhan pengguna. Evaluasi akhir penelitian ini melibatkan Usability Testing yang menunjukkan success rate di atas 90% dan System Usability Scale (SUS) dengan skor SUS sebesar 86,36. Penelitian ini diharapkan dapat menghadirkan wawasan baru terkait implementasi metode Design Thinking dalam analisis dan perancangan sistem informasi serta desain antarmuka dari platform secondhand fashion e-commerce, serta memberikan masukan untuk calon pengembang platform dan peneliti yang akan menjalankan penelitian selanjutnya dengan konteks yang sama.

.....The phenomenon of thrifting, or buying and selling secondhand clothing, has experienced rapid growth and is predicted to continue expanding in the future. Secondhand fashion e-commerce is an online platform that facilitates the buying and selling of used fashion items or clothing. Despite its rapid growth, secondhand fashion e-commerce faces challenges such as trust and security issues, as well as convenience and user-friendliness. Therefore, an in-depth analysis is needed to address these challenges. This research aims to analyze and design the information system and user interface of a secondhand fashion e-commerce platform that meets user needs, as well as to evaluate the designed interface. The research utilizes the Design Thinking methodology, which focuses on innovation and solving complex problems. Data collection in this study is conducted through benchmarking, qualitative surveys, and interviews with key stakeholders, namely buyers, sellers, and administrators. The analysis and design of the information system for this platform include functional, structural, and behavioral modeling using the Object-Oriented Systems Analysis and Design (OOSAD) approach. This research also highlights the importance of narrative information, item validation, and gamification in secondhand fashion e-commerce. The final result of this research is a high-

fidelity prototype design of a secondhand fashion e-commerce platform that meets user needs. The final evaluation of this research involves Usability Testing, which shows a success rate above 90% and a System Usability Scale (SUS) score of 86.36 which categorize the interface's overall rating as Excellent. This research is expected to provide new insights into the implementation of the Design Thinking method in the analysis and design of information systems and user interfaces for secondhand fashion e-commerce platforms, as well as to offer input for future platform developers and researchers conducting studies in the same context.