INTISARI

Pelayanan administrasi di Kelurahan Desa Ngabeyan masih dilakukan secara manual sehingga proses pengajuan surat, pengelolaan arsip, dan penyampaian informasi belum berjalan secara optimal. Penelitian ini bertujuan untuk merancang dan membangun Sistem Informasi Pelayanan Masyarakat berbasis *website* guna meningkatkan efektivitas dan efisiensi pelayanan administrasi. Pengembangan sistem menggunakan metode *Rapid Application Development* (RAD), sedangkan analisis kebutuhan dilakukan dengan analisis SWOT. Pengujian sistem dilakukan menggunakan *Blackbox* Testing untuk menguji fungsionalitas sistem dan *Usability Testing* untuk mengukur tingkat kelayakan sistem berdasarkan penilaian pengguna. Hasil penelitian menunjukkan bahwa seluruh fungsi sistem berjalan sesuai dengan kebutuhan. Selain itu, hasil *Usability Testing* yang melibatkan 53 responden memperoleh nilai rata-rata sebesar 94% dengan kategori Sangat Sesuai, yang menunjukkan bahwa sistem telah memenuhi aspek *User Satisfaction, Learnability, Utility, Effectiveness*, dan *Efficiency*. Dengan demikian, Sistem Informasi Pelayanan Masyarakat berbasis *website* dinilai layak digunakan sebagai media pelayanan administrasi di Kelurahan Desa Ngabeyan.

Kata kunci: Sistem Informasi Pelayanan Masyarakat, *Website*, *Rapid Application Development* (RAD), Analisis SWOT, *Blackbox* Testing, *Usability Testing*

ABSTRACT

Administrative services at the Ngabeyan Village Office are currently handled manually, resulting in suboptimal processes for document requests, record management, and information dissemination. This study aims to design and develop a website-based Public Service Information System to enhance the effectiveness and efficiency of administrative services. The system was developed using the Rapid Application Development (RAD) method, while requirements analysis was conducted using the SWOT method. System testing involved Black-box testing to verify functionality and Usability Testing to assess the system's suitability based on user evaluations. The results indicate that all system functions operate according to requirements. Furthermore, Usability Testing involving 53 respondents yielded an average score of 94% (categorized as "Highly Suitable"), demonstrating that the system meets criteria regarding user satisfaction, learnability, utility, effectiveness, and efficiency. Consequently, the website-based Public Service Information System is deemed suitable for use as a platform for administrative services at the Ngabeyan Village Office.

Keyword: Public Service Information System, Website, Rapid Application Development (RAD), SWOT Analysis, Black-box Testing, Usability Testing