Abstract

The Gowa Regency Government currently has an official website for the public that has been created since 2017. However, since the website was first launched, usability evaluation has never been carried out in the public environment, so from this problem it was found that there are still many Gowa Regency people who are not familiar with the website. Therefore, website usability evaluation is very necessary. After evaluating the Gowa Regency Government Website using the System Usability Scale (SUS) method, the average value was 41.95 where the adjective ratings were "Poor" and the F rating was in the Awful category. In addition, problems were found in the menu structure and the delivery of information in it that did not meet user needs. This was obtained from the results of questionnaires distributed to 37 users who used the Gowa Regency Government website. So that it can be interpreted that there are still many problems on the Gowa Regency Government Website, especially in the Information Architecture (IA). Information Architecture (IA) is needed so that information can be conveyed appropriately and user needs can be met. In this study, the Information Architecture (IA) website of the Gowa Regency Government was designed using the Card Sorting method with a Top-Down approach and then testing the information architecture using Card-Based Classification Evaluation and System Usability Scale (SUS). Card Sorting used is Closed Card Sorting because the approach used is Top-down. This approach focuses on creating an architecture that involves the goals of the organization and the needs of its users.

Keywords*: *information architecture, card sorting, top-down, usability, card-based classification evaluation, system usability scale