

Abstract

The RRI Play Go application is an application to listen to radio and can hear various radio frequencies and can listen to RRI broadcasts from all regions in Indonesia. The reason for choosing the RRI Play Go application to analyze is because the level of user experience is still low with a System Usability Scale value of 52.83. This value is still below the average that should be at least 68. The User Centered Design and System Usability Scale methods as usability testing are the right methods to solve existing problems and design according to user needs. After the analysis, the System Usability Scale value is above the average. For personas aged 17-35 years, getting a score of 81.47, acceptability ranges with an acceptable result, grade scale with a B result, and adjective ratings with a good result and for persons aged over 35 years getting a score of 78.23, acceptability ranges with an acceptable result, grade scale with C result, and adjective ratings with good result. Therefore, the RRI Play Go application managed to improve its usability to be better than before. It is hoped that this research will increase the number of users of the RRI Play Go application, making it easier to use, more varied, and innovative. The application that has been designed helps users to easily read news, interact with broadcasters, listen to podcasts, get tips, save news, and many others.

Keywords: *RRI Play Go, Usability Testing, User Centered Design, System Usability Scale*