
Abstract

In the development of websites that are growing rapidly at this time, the school website is used as a form of new school identity in this information era. Many schools have used the school's website and one of them is SMA Labschool Untad Palu, where the school uses the website as a means of information and school promotion media. However, on the website it is known that there are deficiencies in the website content which also affect the labeling on the website. Therefore, to overcome the shortcomings that exist on the SMA Labschool Untad Palu website, it is necessary to have an information architecture design that aims to obtain content recommendations and labeling that is in accordance with the purpose of the website. In this study, 2 methods were applied to conduct research, namely the Crowdsourced Labeling and Weighted Majority Voting methods. Crowdsourced Labeling method is used to label data involving the general public that does not require special skills. Then, the Weighted Majority Voting method is used to calculate the final result of the labeling which is done by calculating all the resulting weights. After that, a system modeling was carried out in the form of a prototype design that was implemented by High Fidelity Prototype and then tested using the A/B Testing technique, namely making comparisons by adopting the WEBUSE method questions on the questionnaire. The test results obtained are an increase in the dimensions of Evaluation of Content, Organization, and Readability as much as 0.37 (37%) from 0.44 (44%) to 0.81 (81%). In the Evaluation of Navigation and Links dimension there was an increase of 0.17(17%) from 0.48(48%) to 0.65(65%), and in the Evaluation of Performance and Effectiveness dimension there was an increase of 0.17(17 %) from 0.53(53%) to 0.70(70%). Thus, the method used affects the results obtained and can be accepted by website users.

Keywords: crowdsourced labeling, weighted majority voting, information architecture
