

Abstract

A website is a collection of interconnected web pages that can be accessed by the public and share a single domain. Individuals, clubs, enterprises, and organizations can construct and maintain websites for a variety of objectives. The website offers an almost limitless number of options that may be used anywhere and at any time. One of them is in the field of education. SMA Harapan 1 Medan is one of the schools that use the internet as a source of information. However, according to the website administrator, the website (sma1.harapan.ac.id) continues to have issues with features, appearance, and insufficient information. The Webuse (Website Usability Evaluation Tools) method can be used to tackle the problem on the website. Webuse is a questionnaire-based usability evaluation approach for assessing the usability of a website. Webuse was chosen because website problems are categorized in Webuse, and it can assess usability across all types of websites and domains. The evaluation's findings will be examined using Importance Performance Analysis (IPA). The Importance Performance Analysis approach to determine the level of conformance and how satisfied users are with the website is also used to determine which parts need to be fixed or maintained. The results became insight to formulate improvement strategies. The analysis findings will be considered while creating the improvement plan.

Keywords : *website, WEBUSE, IPA*