

ABSTRACT

E-NUSANTARA CT ARSA is a website owned by PT. Trans Corporation. This website contains general information about the country of Indonesia and focuses on information about customs such as traditional weapons, typical food, and traditional regional music. The E-NUSANTARA CT ARSA website aims to improve the quality of children's interest in reading as a form of caring for the nation's intelligence, the form of conveying information is created simply so that children are interested in reading and find it easy to understand the content of the information to be conveyed. By using Goal Directed Design and with the help of the Usability Scale System, it is hoped that it will be more interesting in accordance with the initial goal, namely interest in reading. The results obtained after redesigning the user interface, the results obtained from the SUS questionnaire, turned out to have significantly improved, but there are still several aspects that can still be developed.

Keywords: Goal Directed Design, Website, E-NUSANTARA CT ARSA