

## ***ABSTRACT***

The rapid development of digital technology requires companies to continue to innovate in providing effective and user-friendly online platforms. Telkomsel Enterprise, as one of the leading telecommunications service providers in Indonesia, faces challenges in terms of exposure of their website. Initial analysis shows that most people are not aware of the existence of the Telkomsel Enterprise website.

This research aims to redesign the Telkomsel Enterprise website with a focus on increasing exposure to the website, as well as integrating features that are relevant to user needs. The methodology used is the Design Thinking method. Before the design is carried out, a website evaluation test will be carried out using the system usability scale (SUS) method to measure the usability value of the website. The results of the average test value using SUS and the results of calculations using SUS obtained a value of 61.21, which means that the Telkomsel Enterprise website needs redesign.

There are 6 stages in the Design Thinking method, namely Emphasize, Define, Ideate, Prototype, Test and Implement. The Emphasize stage involves conducting interviews with design experts who will then be used to make improvements to the design that will be created, the results of the interview become Pain Pont. The Define stage is creating a User Persona. Based on the User Persona, the Ideate stage is creating a lowfidelity design or creating a Wireframe. Based on the wireframe, the Prototype stage is creating a hi-fidelity design and making a prototype. The Test stage involves testing the prototype that has been created using the System Usability Scale method, and the results of the assessment using SUS show that the prototype value is 91.54. The usability testing value increased after redesigning the UI/UX of the website using the Design Thinking method.

Keywords: Redesign, Website, Telkomsel Enterprise.