

This research focuses on redesigning the user interface (UI) and user experience (UX) of the Diskominfo Bekasi website using a Design Thinking approach. The aim is to improve website usability and provide a better user experience. The research involved data collection through interviews and observations to understand user needs and problems. The data was then analyzed to define the main problems and generate innovative solutions. These ideas were implemented in the form of design prototypes which were then tested and evaluated using the System Usability Scale (SUS). The evaluation results showed an average score of 84, indicating a "Good" level of usability. Thus, this research has successfully improved the usability of the Diskominfo Bekasi website and provides empirical evidence of the potential of the Design Thinking method in creating user-centered solutions.

Keywords: Diskominfo Bekasi, Design Thinking, UI/UX, Usability, System Usability Scale (SUS).