

ABSTRACT

In educational institutions, technology is used to support business processes in improving services, including the New Student Admissions (PPDB) service through the website. SMP Islam Kepanjen is one of the private schools with an Islamic background located in Malang Regency, East Java. Currently, SMP Islam Kepanjen carries out the registration process until the acceptance of new students manually which takes a long time to summarize the master data inputted in Excel and is prone to input errors. Therefore, SMP Islam Kepanjen requires a system that can help manage new student data efficiently based on the website. The purpose of this study is to design a user-friendly PPDB website and usability testing measurements are carried out using the SEQ method. In the UI/UX design process using the User Centered Design (UCD) method which focuses on user needs, there are four stages, namely, understand the context of use, specify user and organization requirements, produce design solutions, and evaluate designs against user requirements. Based on the results of the prototype test, the results were 6.01 for the user website design and the results of the test for the admin website design were 6.06.

Keywords: *PPDB, User Interface, User Experience, User Centered Design, Website*