

ABSTRACT

Student Activity Units (UKM) in higher education serve as platforms for developing students' interests, talents, and potential outside of academic activities. However, UKM KSR Universitas Telkom Purwokerto faces challenges in attracting new students to join, primarily due to ineffective promotion and inaccessible information. This study aims to design a website for UKM KSR using the Design Thinking method, which includes the stages of empathize, define, ideate, prototype, and test. This website is designed to provide information about the UKM, documentation of activities, and an online registration system that is more accessible and appealing to students. Its development process utilizes the Laravel framework to offer an effective and efficient digital solution. The feasibility of this website is evaluated using three methods: the System Usability Scale (SUS) to ensure user comfort and satisfaction, black box testing to verify the system's functionality, and an attractiveness evaluation questionnaire involving students to assess the website's potential in attracting membership interest. The research results show that the average SUS score for the UKM KSR Universitas Telkom Purwokerto website is 91.07, which indicates an 'Excellent' or 'Best Imaginable' level of usability. Furthermore, black box testing confirmed that all website features and functions, for both administrators and prospective members, operate according to functional requirements without significant errors. Based on the attractiveness evaluation results, the website also proved effective in motivating and attracting the interest of prospective students. These overall results are expected to enhance the attractiveness of UKM KSR, simplify the recruitment process, and serve as a reference for similar technological developments.

Keywords: *UKM, Website, Laravel, Design Thinking, System Usability Scale*