BAB 7

PENUTUP

Pada bab ini adalah kesimpulan dan saran yang dapat digunakan untuk penelitian berikutnya.

VII.1 Kesimpulan

Pada penelitian ini dapat disimpulkan bahwa:

1. Terdapat sembilan buah faktor utama yang dapat memengaruhi *user* dalam melakukan *waste management*, yaitu bersifat informatif, dapat di-*custom*, dapat di-*share*, fleksibel digunakan sewaktu-waktu, memiliki desain yang bagus, memiliki siklus berkelanjutan, memiliki struktur yang baik, memiliki variasi informasi, dan memotivasi *user*.

2. Dalam membuat *design website* didapatkan 3 buah alternatif konsep yang ada. Konsep tersebut kemudian dipilih dan disempurnakan menggunakan metode *concept refinement* sehingga menjadi *final concept* dan dituangkan menjadi sebuah *high fidelity prototype* dengan nama projeknya adalah Wasterial.

3. Terlihat adanya perbedaan dan penambahan informasi atau fitur dalam setiap iterasi yang dibuat, lalu setelah diuji *usability testing* dan *persuasiveness* didapatkan bahwa secara rata-rata *website* ini telah memiliki nilai *usability* yang baik, yaitu dengan nilai 86% pada kriteria *effectiveness,* 72% pada

kriteria *efficiency,* 82,25% pada SUS, 90% pada *usefullness* dan *learnability,* serta 87% pada *satisfaction.* Pada saat diujikan secara *persuasiveness, website* ini memiliki rata-rata keseluruhan 70%, atau sama dengan batas minimumnya. Kemudian terdapat empat buah kriteria yang dapat ditingkatkan, yaitu Perceived Credibility (CRED), Perceived Dialogue Support (DIAL), Percieved Persuasiveness (PERS), dan Perceived Social Support (SOCI).

VII.2 Saran

Dari hasil penelitian ini, disarankan bahwa :

1. Mencoba membuat *prototype* pada platform sesungguhnya, karena seringkali desain yang dibuat tidak dapat diimplementasikan pada *website* aslinya nya karena kendala teknis.

2. Mengkolaborasikan fitur-fitur yang ada dalam *website* pada produk / jasa yang telah ada dalam masyarakat saat ini, sehingga bentuknya menjadi integratif.

3. Mencoba fitur-fitur lain yang dapat menarik perhatian orang, misalnya dengan konsep "seru" pada *gamification.*

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