

Pengalaman emosional mengakses website = Emotional user experience accessed website / Niken Febrina Ernungtyas

Niken Febrina Ernungtyas, author

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Abstrak

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Pengalaman emosional terhadap medium komunikasi dari sisi user belum banyak dikaji terutama mengenai website pada perangkat non mobile dan mobile. Oleh karena itu, penelitian ini membandingkan pengalaman emosional user mengakses website dalam menggunakan perangkat non mobile dan mobile. Penelitian ini menggunakan konsep user experience dari berbagai pendekatan ilmu, tradisi komunikasi dan memfokuskan pada dimensi estetika visual dan website interface. Dengan desain eksperimen The Equivalent Time-Samples dan skala semantik diferensial menunjukkan terdapat sembilan indikator yang valid dan reliabel dari 43 indikator yang diproposisi. Kemudian uji hipotesis T dependen membuktikan pengalaman emosional user mengakses website pada perangkat non mobile dan mobile memiliki perbedaan tetapi tidak signifikan. Penelitian ini juga menunjukkan transisi website dari statis menuju mobile dan perangkat mobile berbasis keyboard menjadi layar sentuh.

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ABSTRACT

Emotional experience toward communication medium based on user perspective has not been yet studied especially about website on non mobile and mobile device. Therefore, this research compared emotional user experience accessed website using non mobile and mobile device. This research used user experience concept from various dicipline approach, communication tradition and focused on aesthetic visual and website interface dimensions. By using The Equivalent Time-Samples and semantic differential scale, there are nine indicators valid and reliable statistically from 43 indicators that is proposed. Then, hypothesis testing dependent T-Test proved emotional user experience accessed website on non mobile and mobile device was different but not significant. This research also showed the website transition from static to mobile and the mobile device transition from keyboard to touchscreen.