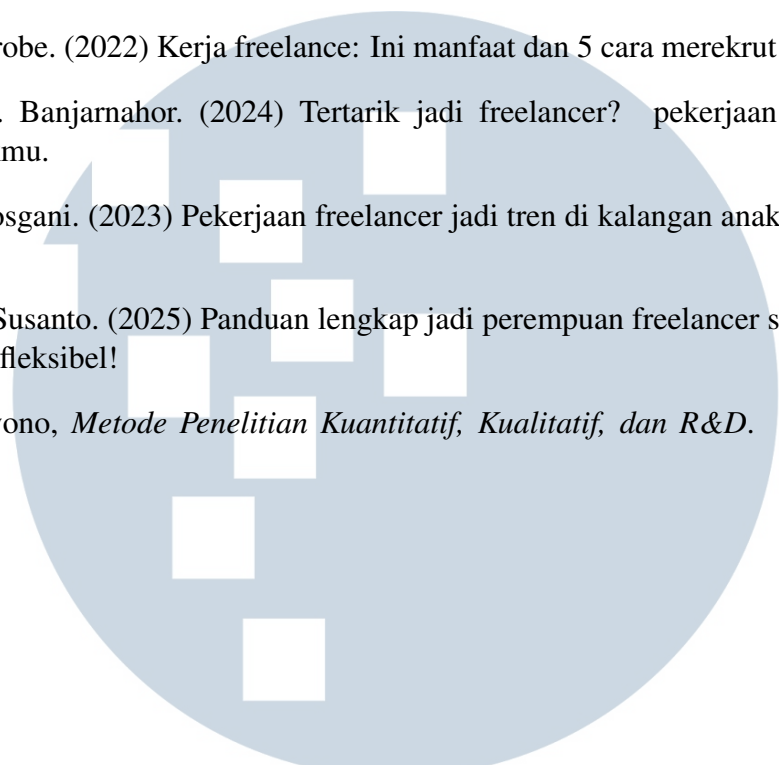


DAFTAR PUSTAKA

- [1] K. Prakerja. (2022, 12) Tren Freelancer, Pilihan Jadi Profesional Tanpa Ikatan.
- [2] S. R. D. Setiawan. (2023, 10) Tantangan yang Dihadapi Pekerja Lepas di Indonesia, Apa Saja?
- [3] Indeed. (2025) Gaji freelancer di indonesia.
- [4] Ubersuggest. (2025) traffic offerview.
- [5] Fiverr. (2020) Taxes on orders. [Online]. Available: <https://help.fiverr.com/hc/en-us/articles/360010453457-Taxes-on-orders>
- [6] Upwork. (2025) Understanding and using connects. [Online]. Available: <https://support.upwork.com/hc/en-us/articles/211062898-Understanding-and-using-Connects>
- [7] V. A. R. T. S. P. Y. K. L. J. M. D. Y. JESSICA HUANG, NING F. MA, “Design Tensions in Online Freelancing Platforms: Using Speculative Participatory Design to Support Freelancers’ Relationships with Clients,” *ACM Digital Library*, 2024.
- [8] S. A. S. Syahril Rizal R I, “PERANCANGAN UI/UX DESIGN PADA APLIKASI JASA FREELANCER BERBASIS ANDROID MENGGUNAKAN METODE USER CENTERED DESIGN,” *Jurnal Ilmiah MATRIK*, vol. 25, 2023.
- [9] M. C. M. B. Claudio Dell’Era, Stefano Magistretti, “Design thinking in action: a quantitative study of design thinking practices in innovation projects,” *Journal of Knowledge Management*, 2025.
- [10] A. R. H. S. Irfan Darmawan, Muhammad Saiful Anwar, “Design Thinking Approach for User Interface Design and User Experience on Campus Academic Information Systems ,” *INTERNATIONAL JOURNAL ON INFORMATICS VISUALIZATION*, vol. 6, 2022.
- [11] A. S. F. Ayu Andhini Mutya Karin, Seftin Fitri Ana Wati, “Application of user-centered design method in redesign of the ipusnas digital library interface based on user experience evaluation,” *International Journal of Electrical Engineering and Information Technology*, vol. 07, no. 02, 2024.
- [12] B. S. Zuhra Reiqifakh Paguini, “Pengukuran kepuasan pengguna terhadap platform stechoq academy menggunakan metode end user computing satisfaction(eucs) dan webqual 4.0 (studi kasus: Pt. stechoq robotika indonesia,” *Journal of Emerging Information Systems and Business Intelligence*, vol. 05, no. 02, 2024.

- [13] H. T. Naufal Alif Aldhian, "Perancangan user experienceaplikasicreative service marketplaceberbasis mobiledengan metode design thinking," *Jurnal Pengembangan Teknologi Informasi dan Ilmu Komputer*, vol. 07, no. 01, 2023.
- [14] R. H. Silvia Ramadhani, "Analisis Kepuasan Mahasiswa terhadap Penggunaan Aplikasi Figma dalam Desain UI/UX dengan Pendekatan End-User Computing Satisfaction (EUCS)," *Digital Transformation Technology (Digitech)*, 2024.
- [15] B. Shneiderman, *Designing the User Interface: Strategies for Effective Human-Computer Interaction*. Reading, MA: Addison-Wesley, 1986.
- [16] A. Darmawan, Nadirah, A. Wibowo, M. Evri, S. Mulyono, A. S. Nugroho, M. Sadly, N. Hendiarti, O. Kashimura, C. Kobayashi, A. Uchida, A. Uruguchi, and H. Sekine, "Quantitative analysis from unifying field and airborne hyperspectral in prediction biophysical parameters by using partial least square (PLSR) and Normalized Difference Spectral Index (NDSI)," in *Proceedings of the 30th Asian Association on Remote Sensing (AARS)*, 2010, pp. TS10–02.
- [17] J. Nielsen. (2012, 1) Usability 101: Introduction to Usability.
- [18] A. D. C. Reris Pratama Putra, Sulistiowati, "Perancangan UI/UX Aplikasi Kepuasan Mahasiswa Terhadap Layanan Program Studi Pada Universitas Dinamika," *Jendela Teknologi Informasi*, 2023.
- [19] I. P. W. Dadio Satriotomo Mubiarto, R. Rizal Isnanto, "Perancangan User Interface dan User Experience (UI/UX) pada Aplikasi "BCA Mobile" Menggunakan Metode User Centered Design (UCD) ," *Jurnal Teknik Komputer*, 2023.
- [20] K. Fehrman, *Color: The Secret Influence*. Oxford University Press, 2020.
- [21] G. W. Tantosa. (2024) Psikologi warna dalam desain ui/ux: Memengaruhi emosi dan perilaku pengguna.
- [22] W. J. Doll and G. Torkzadeh, "The measurement of end-user computing satisfaction," *MIS Quarterly*, 1988.
- [23] A. F. Fardan Zamakhsyari, "A Systematic Literature Review of the Design Thinking Approach for User Interface Design," *INTERNATIONAL JOURNAL ON INFORMATICS VISUALIZATION*, vol. 7, 2023.
- [24] N. ZAAFIRA, "PERANCANGAN USER INTERFACE SIAK-NG DENGAN METODE DESIGN THINKING UNTUK Mendukung Integrasi Sistem," *arXiv*, 2023.
- [25] R. Curedale, *Design Thinking: Process and Methods*, 2nd ed. Design Community College Inc, 2016.

- [26] U. Sekaran and R. Bougie, *Research Methods for Business: A Skill Building Approach*. John Wiley & Sons, 2016.
- [27] I. Etikan, S. A. Musa, and R. S. Alkassim, "Comparison of convenience sampling and purposive sampling," *American journal of theoretical and applied statistics*, vol. 5, no. 1, pp. 1–4, 2016.
- [28] G. V. Georgiev and D. D. Georgiev, "Design thinking assessment: A measurement framework," *Design Studies*, vol. 84, p. 101110, 2023.
- [29] R. Dwivedi and N. N. Pandey, "Analysis of evaluation data collected on likert type items: Humanities-courses," *Journal of Data Analysis and Information Processing*, vol. 9, no. 2, pp. 102–121, 2021.
- [30] A. Lucero, "Using affinity diagrams to evaluate interactive prototypes," in *Proceedings of the CHI EA '15*, 2015.
- [31] C. Wrigley, G. Mosely, and M. Tomitsch, "Design thinking pedagogy: the educational design ladder," *The Journal of Creative Behavior*, vol. 54, no. 4, pp. 1012–1025, 2020.
- [32] IDEO.org, *The Field Guide to Human-Centered Design*. IDEO, 2015.
- [33] S. d.school, "Bootcamp bootleg," 2010, <https://dschool.stanford.edu/resources/bootcamp-bootleg>.
- [34] T. Kelley and D. Kelley, *Creative Confidence: Unleashing the Creative Potential Within Us All*. Crown Business, 2013.
- [35] S. Houde and C. Hill, "Making prototypes work," *The art of human-computer interface design*, vol. 1, pp. 367–381, 1997.
- [36] V. Trushkin. (2016) Iconify design.
- [37] J. Nielsen. (2000) Why you only need to test with 5 users. [Online]. Available: <https://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/>
- [38] *Ergonomics of human-system interaction — Part 11: Usability: Definitions and concepts*, <https://www.iso.org/standard/63500.html>, International Organization for Standardization Std. ISO 9241-11:2018, 2018.
- [39] J. Nielsen, *Usability Engineering*. San Francisco: Morgan Kaufmann, 1993.
- [40] R. Almanfaluthi. (2023) Cara baru daftar magang di direktorat jenderal pajak buat mahasiswa.
- [41] Cakap. (2023) 11 cara menjadi freelancer pemula terbaru, bisa untuk pelajar!
- [42] L. Fitria. (2023) Agar tak kena tipu, ini 7 tips cari lowongan kerja freelance.

- 
- [43] S. N. Aningtias Jatmika. (2025) Meski tanpa gaji tetap, begini cara freelancer punya portofolio investasi.
- [44] R. iProbe. (2022) Kerja freelance: Ini manfaat dan 5 cara merekrut freelancer.
- [45] R. N. Banjarnahor. (2024) Tertarik jadi freelancer? pekerjaan ini cocok untukmu.
- [46] O. Rosgani. (2023) Pekerjaan freelancer jadi tren di kalangan anak muda saat ini.
- [47] F. F. Susanto. (2025) Panduan lengkap jadi perempuan freelancer sukses, bisa kerja fleksibel!
- [48] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta, 2018.

