

## ***ABSTRACT***

The Internet has become a medium of communication with a broad reach that has advantages compared to other media. One use of the internet is the use of *websites*. *Website* as a means of *information* exchange is very helpful in conveying *information* easily and accessible globally. Tourism is one of the biggest foreign exchange earning sectors of the country. Therefore, the Department of Tourism also chose the internet as one of the media to introduce and convey *information* about the relevant *information* that wanted to know by tourists .. But there are some deficiencies perceived by *users* such as lack of complete *information* presented, the *information* is not up to date, *Websites* that are less attractive to *websites* that are difficult to use. Therefore, it is necessary to have a related *Information architecture* to improve the *website* of the Tourism Office. *Information architecture* includes organization, navigation, labeling and searching system. In order to achieve design according to *user* expectations the design will use *User Stories & User Flows* at the Requirement stage, *Card sorting* Method in the Analysis phase, and *Heuristic evaluation* method during testing. Implementation using *wireframe* in the designing stage with the end result of a *prototype*. *Having tested by expert of result of research no problem if seen from scale of Jakob Nielsen*.

Keywords : *Information architecture, User Stories & User Flows, Heuristic evaluation, Card sorting, Usability Testing*