

ABSTRAK

Alya Alifah, 2025. **Redesign User Interface Interaktif berbasis Website untuk Museum Singhasari sebagai Media Informatif**. Tugas Akhir, Program Studi Desain Komunikasi Visual (S1), Universitas Bhinneka Nusantara, Pembimbing: Adita Ayu Kusumasari.

Kata kunci: Museum Singhasari, Desain UI/UX, Website Interaktif, Pelestarian Budaya Digital, Design Thinking.

Museum Singhasari adalah museum sejarah yang berlokasi di Kabupaten Malang dan menyimpan koleksi artefak peninggalan Kerajaan Singhasari serta budaya lokal lainnya. Minimnya media informasi digital yang menarik dan interaktif menjadikan museum ini belum optimal dalam menjangkau masyarakat luas, khususnya generasi muda. Untuk itu, dilakukan perancangan UI/UX website interaktif sebagai media informasi berbasis digital dengan pendekatan metode Design Thinking dan analisis pendekatan 5W+1H.

Perancangan ini menghasilkan sebuah high fidelity prototype website dengan tiga fitur utama: booking venue, booking tour guide, dan 360 digital tour. Fitur-fitur tersebut dirancang untuk menghadirkan pengalaman digital yang informatif, mudah diakses, dan imersif. Website berfungsi sebagai media utama yang menyampaikan informasi secara interaktif. Selain itu, terdapat pula media pendukung berupa sign system koleksi, ticket gelang, poster, ID card, stiker, pin, dan media sosial Instagram. Seluruh elemen dirancang untuk memperkuat identitas visual museum dan meningkatkan keterlibatan pengunjung. Diharapkan, perancangan ini dapat menjadi solusi digital untuk promosi dan edukasi, sekaligus mendukung pelestarian budaya lokal di era modern.

ABSTRACT

Alya Alifah, 2025. **Redesigning the Interactive User Interface for the Singhasari Museum Website as an Information Medium.** Final Project, Study Program Visual Communication Design (S1), Universitas Bhinneka Nusantara, Advisor : Adita Ayu Kusumasari.

Kata kunci: Museum Singhasari, UI/UX Design, Interactive Website, Digital Culture Preservation, Design Thinking.

Singhasari Museum is a historical museum located in Malang Regency that houses artifacts from the Singhasari Kingdom as well as other local cultural relics. The lack of engaging and interactive digital media has hindered the museum from reaching a wider audience, especially younger generations. To address this, an interactive UI/UX website design was developed as a digital information platform using the Design Thinking method and 5W+1H analysis approach.

This design resulted in a high-fidelity website prototype featuring three main functions: venue booking, tour guide booking, and a 360° digital tour. These features are created to offer an informative, accessible, and immersive digital experience. The website acts as the main medium to deliver content interactively. In addition, supporting media were also designed, including collection sign systems, ticket wristbands, posters, ID cards, stickers, pins, and an Instagram account. All elements aim to strengthen the museum's visual identity and enhance visitor engagement. This design is expected to serve as a digital solution for promotion and education, while also supporting the preservation of local culture in the modern era.