



**Improving Istana UMKM's Digital Service Experience Through
UI/UX Design Using Interaction Design Theory**

By

Dinda Ayu Maulina

013202200005

Supervised by:

Rinaldi Aditya Gratama, S.Sn, MAB

A Thesis Submitted to

Faculty of Art, Design, and Architecture

President University

as Partial Fulfillment of Requirements for Sarjana Desain
in Visual Communication Design

Bekasi, Indonesia

August 2025

TURNITIN PLAGIARISM RESULT



Report Your Plagiarism Results

Document ID: 1234567890123456

10% Overall Similarity

Document similarity score is 10% (10% similarity) and the 10% similarity score.

Matched From the Report

1. Introduction
2. Conclusion

Matched Sources

- 1. [Introduction](#) (10%)
Document similarity score is 10% (10% similarity) and the 10% similarity score.
- 2. [Conclusion](#) (10%)
Document similarity score is 10% (10% similarity) and the 10% similarity score.
- 3. [Introduction](#) (10%)
Document similarity score is 10% (10% similarity) and the 10% similarity score.

Top Sources

- 1. [Introduction](#) (10%)
- 2. [Conclusion](#) (10%)
- 3. [Introduction](#) (10%)



Report Your Plagiarism Results

Document ID: 1234567890123456

TURNITIN ARTIFICIAL INTELLIGENCE RESULT

% detected as AI

AI detection indicates the probability of text written with AI assistance. It is not a guarantee of AI use, as AI-generated text can be undetectable. AI detection is based on patterns in the text that are characteristic of AI-generated text.

AI Detection Results

AI detection results are based on the AI detection model. The model is trained on a large dataset of AI-generated text and human-written text. The model is able to identify patterns in the text that are characteristic of AI-generated text.

Disclaimer

Turnitin AI detection is a tool that provides a probability of AI use. It is not a guarantee of AI use. AI-generated text can be undetectable. AI detection is based on patterns in the text that are characteristic of AI-generated text. Turnitin AI detection is not a substitute for human review.

Frequently Asked Questions

What does the AI detection score mean?

The AI detection score is a probability of AI use. It is not a guarantee of AI use. AI-generated text can be undetectable. AI detection is based on patterns in the text that are characteristic of AI-generated text. Turnitin AI detection is not a substitute for human review.

How does Turnitin AI detection work?

Turnitin AI detection works by analyzing the text for patterns that are characteristic of AI-generated text. The model is trained on a large dataset of AI-generated text and human-written text. The model is able to identify patterns in the text that are characteristic of AI-generated text.

Can I use Turnitin AI detection to detect AI use in my writing?

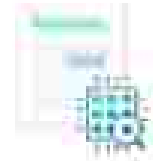
Turnitin AI detection is a tool that provides a probability of AI use. It is not a guarantee of AI use. AI-generated text can be undetectable. AI detection is based on patterns in the text that are characteristic of AI-generated text. Turnitin AI detection is not a substitute for human review.

What is the AI detection score?

The AI detection score is a probability of AI use. It is not a guarantee of AI use. AI-generated text can be undetectable. AI detection is based on patterns in the text that are characteristic of AI-generated text. Turnitin AI detection is not a substitute for human review.

How can I use Turnitin AI detection to detect AI use in my writing?

Turnitin AI detection is a tool that provides a probability of AI use. It is not a guarantee of AI use. AI-generated text can be undetectable. AI detection is based on patterns in the text that are characteristic of AI-generated text. Turnitin AI detection is not a substitute for human review.



ABSTRACT

In the digital age, government service platforms are essential for helping micro, small, and medium enterprises (MSME) access important services and information. This research aims to improve the digital experience of the Istana UMKM website, a platform created by BPOM, using Interaction Design theory. User feedback and expert interviews highlight key usability issues such as poor navigation, unclear regulatory information, and outdated visual design. The study employs qualitative techniques like usability testing and user interviews and adopts a human-centered approach. In order to evaluate user demands and challenges, it also incorporates quantitative survey data. The results show that although the portal offers MSME useful content, accessibility and user happiness are negatively impacted by its current interface design. In order to address this, a UI/UX prototype was created using the principles of interaction design, which prioritize goal-driven interaction, usability, feedback, and consistency. The proposed enhancements are intended to produce a more user-friendly, effective, and aesthetically pleasing platform that better serves the various requirements of MSME users throughout Indonesia.

Keywords: *UI/UX, Digital Service, Small Business, Government Website, User Experience*

ACKNOWLEDGEMENT

First and foremost, the author would like to express deep gratitude to Allah SWT for the guidance, strength, and perseverance that made it possible to complete this thesis. The author is also sincerely thankful to all individuals and institutions who have provided support, encouragement, and valuable contributions throughout the process of conducting this research and writing this thesis.

1. My beloved family, especially Mama and Papa who always provide support and prayers throughout my study.
2. Sir Rinaldi Aditya Gratama, my thesis advisor, who has continuously given me advice, support and trust throughout this thesis journey.
3. Rafael Trijullo, Who has stood by my side through every high and low, offering unwavering love, care, and encouragement that has carried me through every step of this journey.
4. My dear friends, Xena Olivia, Dea Muthi, Zaneta Putri, Valerie, Safina, Alexandra Verencia, and Dian Rondonuwu, who have motivated me and made my study journey more lively.
5. My dearest friends at Mattel and TICN who not only give motivation but also made my career journey more lively.
6. BPOM, Designer, and MSME owner representative, whom I can't finish this project without their support.

Last but not least I would like to express my deepest gratitude to everyone who has contributed, directly or indirectly, to the completion of this thesis. Every word of support, every piece of advice, and every act of kindness has played a meaningful role in this journey. I sincerely hope that this work can bring value and inspiration to others, just as the encouragement and guidance I have received have inspired me.

Table of Contents

STATEMENT OF ORIGINALITY.....	iii
PANEL OF EXAMINER APPROVAL.....	iv
SCIENTIFIC PUBLICATION APPROVAL.....	v
Improving Istana UMKM's Digital Experience Through UI/UX Design Using Interaction Design Theory.....	vi
TURNITIN PLAGIARISM RESULT.....	vii
TURNITIN ARTIFICIAL INTELLIGENCE RESULT.....	viii
ABSTRACT.....	ix
ACKNOWLEDGEMENT.....	x
Table of Contents.....	xi
List of Tables.....	xiv
List of Figures.....	xv
CHAPTER 1.....	1
INTRODUCTION.....	1
1.1 Background.....	1
1.2 Specific Problem Specified.....	4
1.3 Target User Profile.....	4
Table 1.1 Demographic & Psychographic Primary Target Audience.....	5
1.4 Project Objectives.....	5
LITERATURE REVIEW.....	6
2.1 Basic Design Theory.....	6
2.1.1 UI/UX.....	6
2.1.2 Color Theory.....	8
Figure 2.1 Spotify Interface.....	9
Figure 2.2 Airbnb Interface by Fangyuan Dong.....	10
Figure 2.3 WCAG Illustration by Tahir.....	10
2.1.3 Layout in UI/UX.....	11
Figure 2.4 Good vs. Bad Layout in UI/UX Design.....	13
2.1.4 Typography in UI/UX.....	14
2.1.5 Illustration in UI/UX Design.....	16
Figure 2.5 Example of Government Service UI Using Spot Illustrations.....	19
2.1.6 Digital Service.....	20
2.1.7 Interaction Design.....	23
2.1.8 Istana UMKM.....	25

Figure 2.6 Sample of usability gaps found.....	28
Figure 2.7 The Current Homepage of Istana UMKM.....	28
Figure 2.8 Example of BPOM certification process page.....	29
2.2 Previous Study.....	30
Table 2.1 SWOT Analysis of 'UI/UX Design for Tourism Village Website Using the User Centered Design Method'.....	30
Table 2.2 SWOT Analysis of 'Perancangan UI/UX untuk Aplikasi Bank Jago menggunakan Metode User Centered Design'.....	32
Table 2.3 SWOT Analysis of 'Perancangan UI/UX Aplikasi Pangkas Rambut Online Dengan Pendekatan Design Thinking'.....	34
2.3 Theoretical Framework.....	37
Figure 2.9 Theoretical Framework.....	37
METHODOLOGY.....	38
3.1 Design Research Method.....	38
3.2 Chart Flow.....	39
Figure 3.1 Research Chart Flow.....	39
3.3 Scope and Limitation.....	40
3.4 Data Collection.....	40
Table 3.1 Questions for UI/UX Designer.....	40
Table 3.2 Questions for MSME Owners.....	41
3.5 Data Analysis.....	44
3.5.1 UI/UX Designer.....	44
3.5.2 MSME Owner.....	45
3.6 Research Outcome.....	46
3.6.1 Qualitative.....	46
CHAPTER IV.....	47
RESEARCH DEVELOPMENT & RESULT.....	48
4.1 Proposed Design Outcome.....	48
Table 4.1 Proposed Design Outcome.....	48
4.2 Significance of Project.....	49
4.3 Design Execution.....	50
4.3.1 Preparation.....	50
4.3.2 Design Process.....	51
Figure 4.1 User Flow.....	51
Figure 4.2 Wireframe.....	52
4.3.2.3 User Interface.....	52
Figure 4.4 Moodboard.....	53

Table 4.2 Applied Color in Design.....	53
Figure 4.5 Typography.....	54
Table 4.2 Icons Used in User Interface.....	54
Figure 4.6 Layout Grid.....	56
4.3.3 Design Outcome.....	57
Table 4.3 Design Outcome.....	57
Table 4.4 Supporting Outcome.....	61
4.4 Financial Statement.....	66
Table 4.5 Financial Statement.....	66
4.5 User testing.....	66
Table 4.6 User Testing.....	66
Table 4.7 Pre-Questions.....	67
Table 4.8 Post Questions.....	67
Table 4.9 Homepage before and after user testing.....	70
CHAPTER V.....	72
CONCLUSION AND RECOMMENDATION.....	72
5.1 Conclusion.....	72
5.2 Recommendation.....	72
5.3 Limitations and Future Plan.....	73
REFERENCES.....	xvii
APPENDIX.....	xviii

List of Tables

Table 1.1 Demographic & Psychographic Primary Target Audience	5
Table 2.1 SWOT Analysis of 'UI/UX Design for Tourism Village Website Using the User Centered Design Method'	30
Table 2.2 SWOT Analysis of 'Perancangan UI/UX untuk Aplikasi Bank Jago menggunakan Metode User Centered Design'	32
Table 2.3 SWOT Analysis of 'Perancangan UI/UX Aplikasi Pangkas Rambut Online Dengan Pendekatan Design Thinking'	34
Table 3.1 Questions for UI/UX Designer.....	40
Table 3.2 Questions for MSME Owners.....	41
Table 4.1 Proposed Design Outcome.....	48
Table 4.2 Applied Color in Design.....	53
Table 4.2 Icons Used in User Interface.....	54
Table 4.3 Design Outcome	57
Table 4.4 Supporting Outcome.....	61
Table 4.5 Financial Statement.....	66
Table 4.6 User Testing	66
Table 4.7 Pre-Questions.....	67
Table 4.8 Post Questions.....	67
Table 4.9 Homepage before and after user testing	70

List of Figures

Figure 2.1 Spotify Interface.....	9
Figure 2.2 Airbnb Interface by Fangyuan Dong.....	10
Figure 2.3 WCAG Illustration by Tahit.....	10
Figure 2.4 Good vs. Bad Layout in UI/UX Design.....	13
Figure 2.5 Example of Government Service UI Using Spot Illustrations.....	19
Figure 2.6 Sample of usability gaps found.....	28
Figure 2.7 The Current Homepage of Istana UMKM.....	28
Figure 2.8 Example of BPOM certification process page.....	29
Figure 2.9 Theoretical Framework.....	37
Figure 3.1 Research Chart Flow.....	39
Figure 4.1 User Flow.....	51
Figure 4.2 Wireframe.....	52
Figure 4.4 Moodboard.....	53
Figure 4.5 Typography.....	54
Figure 4.6 Layout Grid.....	56