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

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A Thesis Submitted to

Faculty of Art, Design, and Architecture

President University

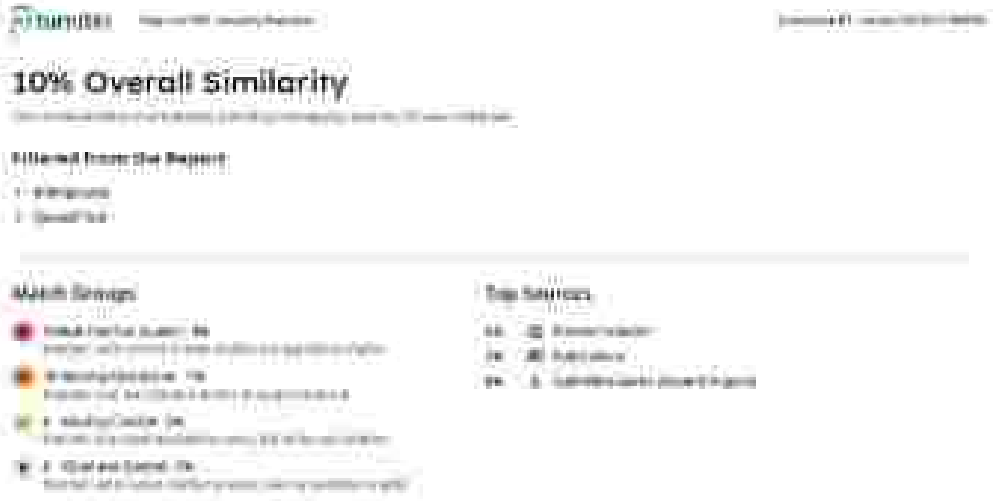
as Partial Fulfillment of Requirements for Sarjana Desain

in Visual Communication Design

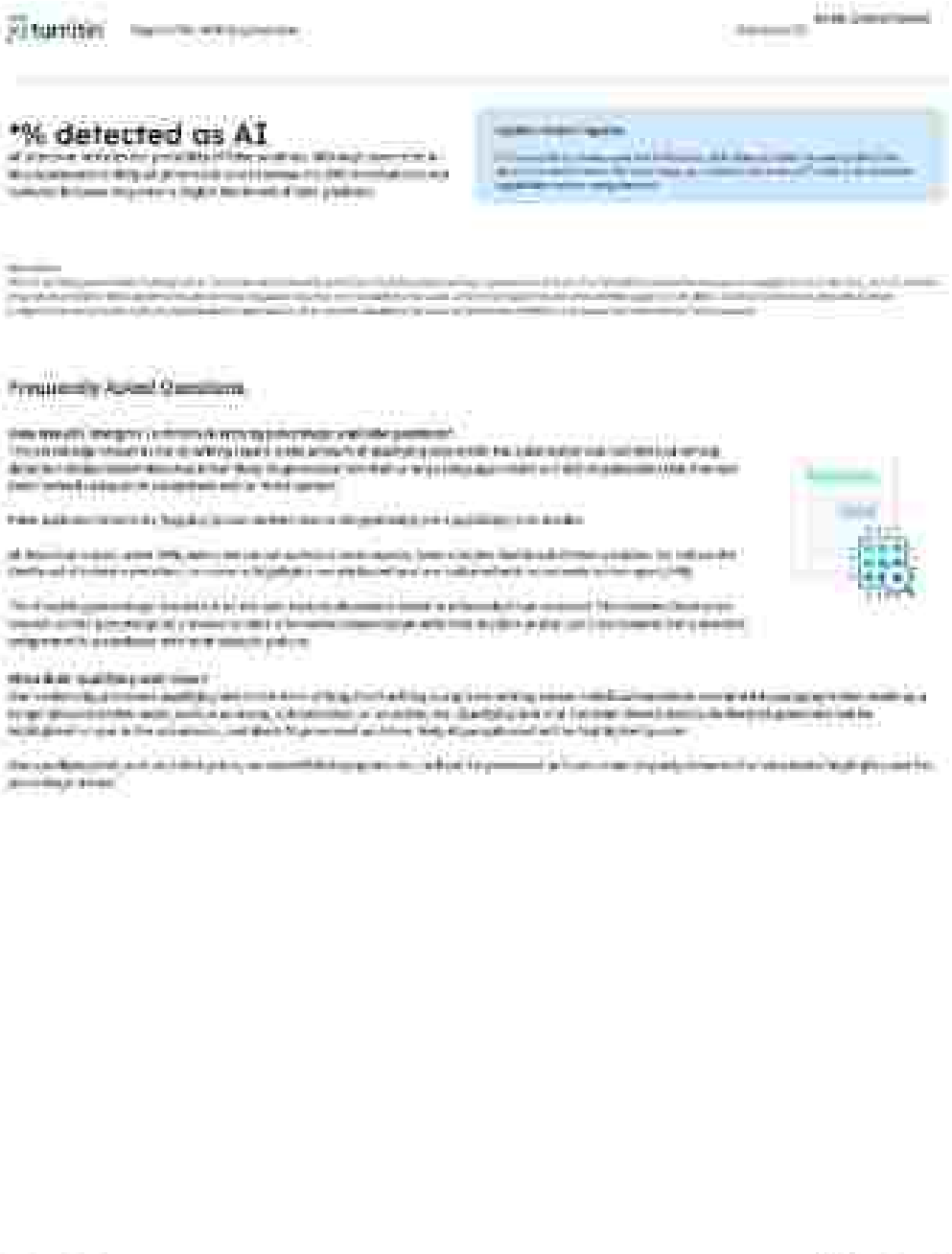
Bekasi, Indonesia

August 2025

TURNITIN PLAGIARISM RESULT



TURNITIN ARTIFICIAL INTELLIGENCE RESULT



ABSTRACT

In the digital age, government service platforms are essential for helping micro, small, and medium enterprises (MSMEs) 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and expert interviews highlight key usability issues such as poor navigation, unclear regulatory information, and outdated visual design.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 Trijulio. 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, Deu Muthi, Zaneta Putri, Valerie, Safina, Alexandra Verencia, and Dian Rondonuwu, who have motivated me and made my study journey more lovely.
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.

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