

ABSTRACT

The Saribu Rumah Gadang area is a traditional Minangkabau village and evidence of the history of South Solok as part of Minangkabau history. The Saribu Rumah Gadang area has not optimally developed the potential for tourist attraction, promotions carried out only use brochures and social media so that it requires the latest promotional media. The website can be a promotional medium and more complete information and a wider reach to increase the number of tourists and make the Saribu Rumah Gadang Area more known. In making a website, it is necessary to design a website user interface design. The method used in designing website UI design is design thinking by emphasizing the work on empathy or user feelings, through five stages, namely empathize, define, ideation, prototype, and test. This design is done repeatedly to adjust to the wishes of the user towards the website design. The main media is in the form of a user interface design on a desktop screen with a size of 1920 x 1080 pixels. Media created with Figma Tools and Adobe Photoshop and Adobe Illustrator software. Supporting media in the form of Billboards, X-Banners, posters, Leaflet, social media, and Merchandise (T-Shirts, Mousepads, Mugs, Alarm Clocks, and Stickers).

Keywords: Kawasan Saribu Rumah Gadang, Website, User Interface, Promotion.