

## **ABSTRACT**

*The Certified Independent Study and Internship Program (MSIB) is one of the Merdeka Learning Campus Merdeka (MBKM) programs which is a program of learning opportunities and improving specific skills and abilities as needed by the industrial world through activities outside the lecture class. However, this independent study program is still recognized as part of the lecture. One of the partners who join this program is PT. Lantern Bangsa Bright (Binar Academy) with a learning duration of 5 months.*

*Balitaku is an application and website designed to make it easier for users to make the process of buying and renting the needs of mothers and toddlers. Products that are rented on the Balitaku platform range from toys, clothes, strollers, etc. to meet the needs of toddlers. This platform was designed as a final project in the UI/UX Research and Design course activity in the Certified Independent Study program held by the Ministry of Education and Culture in collaboration with Binar Academy. The design results of this project are expected to be developed into a ready-to-use application so that it can be useful for the progress of MSMEs in Indonesia.*

*In this final project, students are asked to design digital products in the form of applications and websites with e-commerce themes according to the vision, research, problem findings, and UI/UX design process. To achieve the vision of shaping Indonesia's potential talents to be able to inspire and encourage many people to play an active role in shaping reform in the digital field, Binar Academy collaborates with the Ministry of Education, Culture, Research and Technology of the Republic of Indonesia in the Certified Independent Study and Internship program to form Indonesian students who have competitiveness in the digital industry.*

*Keywords: Binar Academy, UI/UX, Independent Studies, E-Commerce*