

ABSTRACT

DESIGN USER INTERFACE WEBSITE AS A MEDIA PROMOTION FOR TOURISM PLACE OF TELAGA SARANGAN

Given the rapid development of technology, digital media is the choice as a means of promotion because the number of internet users continues to increase. So from the results of these data, it can strengthen the reasons for tourism object managers to use digital media as a means of promotion. Information on the Sarangan Lake tourist attraction is only found on *website* of the Magetan Regency which only contains some information about the Sarangan Lake tourist attraction. Therefore, it takes a *website* as evidenced by research results 96% of 50 participant agree to create a *website* with an attractive design for the Sarangan Lake tourist attraction so that it is known by foreign tourists. Based on the focus and objectives of the author, the basis of this research uses descriptive-qualitative analysis method. Making a *User Interface* that is oriented to interesting information, namely by bringing up folklore from the formation of Sarangan Lake and adding online ticket reservations to the contents. In making this user interface design, it aims to give the impression of users with folklore at the Sarangan Lake tourist attraction, so that the Sarangan Lake tourist attraction is increasingly known and can increase the number of tourism visits in Sarangan Village. The results of this design are not only pursuing aesthetic results, but also implementing functions to make it easier for users. It is proven from the results of data analysis that the ease of using *prototype design user interface* at Telaga Sarangan reaches 87.5%. The author also appreciates the efforts to preserve culture in the form of creativity in providing information.

Keywords: *User Interface*, Tourism Objects, Promotional Media