

Abstraction

Binar Academy is an edtech startup pioneer that focuses on developing digital skills and talents by enhancing the learning experience. Binar itself has a vision to inspire and encourage each other. When potential talents come together to form a new light in the digital realm, their results and collaborations must be able to bring life to life and inspire people. In addition, Binar has a mission to find each other, to process each other, and to connect with each other. This institution was founded in 2016 in Jakarta by Alamanda Shantika, Dita Aisyah and Seto Loreno. Now Binar Academy has locations spread across various cities in Indonesia such as Jakarta, Batam, Kupang, Ambon, Yogyakarta and Tangerang. Binar Academy itself has a curriculum that is certified Education Alliance Finland 2021. Education Alliance Finland itself, is a technology education certification agency from Finland that evaluates the effectiveness of education provided based on teaching objectives, teaching methods (pedagogics) and their use. In order to achieve the vision, it requires the involvement of the best human resources in the field of IT Technology who are able to do design, research problems and products, and so on. One of the roles in encouraging this achievement can be helped to realize the role of UI/UX Researcher and UI/UX Designer which is based on research results and focuses on users so that the applications and/or sites designed are truly effective both in determining the appearance of the application. and/or site and determine how an application and/or site can operate easily. This is also inseparable from the existence of the independent campus program, or MSIB through industrial projects, team work and mentoring can help young Indonesians in developing their potentials.

Kata Kunci : Technology, UI/UX Research, UI/UX Designer, MSIB