

ABSTRACT

The use of the internet is known to have an increase in its use, and has experienced developments that are considered so fast that people are required to continue to be able to innovate. In educational institutions themselves, internet products, namely websites, are considered very much needed, websites are used to meet the needs and expectations of the public who present and obtain information. The purpose of this study was to find out how to Redesign the Website User Interface Visual Communication Design IT Telkom Purwokerto using the Design Thinking Method and also to find out the results of the prototype User Interface Website Visual Communication Design IT Telkom Purwokerto. The research method used is a qualitative approach. The object of research is data obtained from the website. The research subjects used were all IT Telkom Purwokerto Visual Communication Design Students from the Class of 2022, 2021, 2020, 2019 and prospective students. Data collection techniques using the observation method, interview method and questionnaire method (questionnaire). The data analysis technique used is to process the data that has been collected from observation, interviews and also distributing questionnaires using the SWOT analysis technique. This research is intended and expected to be able to find out how to redesign the Website User Interface Visual Communication Design IT Telkom Purwokerto using the Design Thinking Method.

Keywords; Redesign, Website User Interface, Design Thinking