

ABSTRACT

In the digital era, every activity we do is not attached to digital technology, almost all community activities use digital technology. In the Creative Economy Industry, changes are quite fast during the digital era. This sector contributes to the Gross Domestic Product (GDP) which has consistently increased. One of the sectors in the creative economy industry is the visual arts sector, but art has undergone many changes along with the times, especially in the current digital age. Fine art has now turned into digital or what is often called digital art, its manufacture using the help of computer technology. Along with the rapid development of digital art, there has been an increase in enthusiasts. In the interview they conducted, they needed a platform in the form of an e-Marketplace system that could search for digital artists and place orders easily and safely. With these problems, the method used is design thinking because it focuses on problems and desires from a human point of view directly as the main basis for the process of creating an e-Marketplace system. In this study, testing was carried out using Usability Testing, in this test managed to get a SCUS value of 78.25 and the design was in accordance with user needs.

Keywords: industri ekonomi kreatif, e-Marketplace, seni rupa digital, design thinking, usability testing