

## **ABSTRACT**

### **WEBSITE PROTOTYPE DESIGN FOR MOUNT GEDE PANGRANGO NATIONAL PARK**

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*Along with the development of technology, the internet is now used by humans for various things, the internet is able to support the effectiveness and efficiency of promotional activities that can be carried out. To achieve this, it is necessary to adapt into the digital media. Mount Gede Pangrango National Park is a Mountain Tropical Rain Forest Conservation Center on the island of Java. As an effort to adapt to the digital media, Mount Gede Pangrango National Park made a digital media in the form of a website. The Mount Gede Pangrango National Park website is used as a means of information for the public on tourism activities along with the information related to existing research. However, the appearance of the existing website has not undergone development since the website was first formed, the addition of features and pages on the website makes the website out of concept and not neatly arranged so as to create an unfavorable user experience when accessing information on the website. This has an impact on the image of Mount Gede Pangrango National Park as a conservation center for mountain tropical rain forests on the island of Java which is not well formed through digital media. Therefore, a Mount Gede Pangrango National Park website prototype design planning is an activity that is needed to provide an optimal visual user experience and interaction so that image formation through digital media can be carried out properly. Data collection methods used in this design include primary data collection methods in-depth interviews and secondary data collection methods, namely literature studies related to website science and visual communication design. The results of the design will be in the form of a website prototype design which is expected to help the Gunung Gede Pangrango National Park to provide an optimal user experience through website prototype design so that it can form an appropriate image.*

*Keywords: National Park, Image, Internet, Promotion, User Experience, Website*