

ABSTRACT

As the best private university in Indonesia, Telkom University must provide facilities with qualified quality to be able to support academic and non-academic processes. Public facilities in universities function to support, facilitate and launch teaching and learning activities to be more qualified. Several studies have proven that campus facilities and campus environment simultaneously affect learning motivation and affect student loyalty mediated by student satisfaction. If students have the motivation to learn and are loyal to their campus, then the programs launched by universities to improve quality will be carried out easily because they are supported by their students.

Telkom University has completed and adequate facilities, but it will not function optimally if the students themselves do not use the available facilities. This is due to the lack of media information about the loan flow and the process of borrowing Telkom University public facilities which are considered still difficult to find. Telkom University itself has developed the TERRAS website for lending facilities but it is still not optimal due to the lack of accessibility, complicated lending flow and uninformative visual appearance.

This thesis uses a user-centered design approach with the stages of design thinking as a framework that includes the stages of data collection, analysis, and design to make design recommendations. Based on the results of the analysis, information media for borrowing public facilities at Telkom University can increase student awareness of its campus. These findings are implemented in the form of an infographic content strategy design for optimizing the TERRAS website through the basic concepts of UI / UX.

This thesis provides a real solution related to problems in the flow of borrowing public facilities at Telkom University which is less informative. So that it will increase awareness of Telkom University students to use the facilities available in the campus environment.

Keywords: Public Facilities Lending Services; Telkom University; User Centered Design; Design Thinking; Information Media; Infographic Content; UI/UX