

## ABSTRACT

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*This project discusses the development of an interactive Virtual Expo based on UI/UX using the Figma application at PT. Indocement Tunggal Prakarsa. The interactive Virtual Expo is a virtual platform designed to replace physical exhibition events within the company. Users can explore various exhibition areas, access product information, and interact with exhibition materials virtually. The development utilizes the Figma application, which is a collaborative and intuitive UI/UX design tool. The project follows the Multimedia Development Life Cycle (MDLC) method, consisting of initialization, blueprint design, asset preparation, product development, testing, and validation. The Black Box Testing and System Usability Scale (SUS) testing results showed that this project achieved an average score of 68, indicating that the Adjective Rating for the interactive Virtual Expo application is "Okay" and falls into Grade C based on the SUS score interpretation guidelines. By employing this method, the project aims to have feature designs that can be optimally used and attract users, ensuring easy accessibility to the interactive Virtual Expo at PT. Indocement Tunggal Prakarsa.*

*Keywords: Development, Virtual Expo, UI, UX, Figma*