

ABSTRACT

THE DESIGN OF THE QTAKASI WEBSITE AS A PROVIDER OF COSPLAY CLOTHING

Cosplay is an activity where one imitates a particular character, whether it be an anime, cartoon, comic, film, manga, game, or tokusatsu character. Qtakasi Store, is a Japanese-themed store/brand that focuses on cosplay clothing/costumes. Cosplayers or people who want to start cosplaying can buy cosplay costumes at Qtakasi Store. The problem that Qtakasi is currently facing is that the communication between customers and sellers is still difficult when ordering costumes, and customers also have difficulty in seeing the available costume stock. This research aims to solve these problems through a platform that can facilitate cosplayers when buying cosplay costumes through a website where users can see the availability of costume stock and its accessories. This research uses qualitative descriptive methods, data collection processes using several methods such as interviews, questionnaires, observations, and literature studies. The data obtained is then analyzed using matrix comparison analysis which refers to five main topics: Design Thinking, Website, User Interface, User Experience, and Visual Communication Design. These five studies are very useful in understanding how to design a website that is suitable for the intended purpose, and it is hoped that the website can be a solution to the existing problems.

Keywords: *Cosplay, Website, UI/UX, Japan*