

ABSTRACT

As a Muslim, it is obligatory to adhere to religious regulations, including food. Islam mandates that Muslims consume halal food in accordance with Islamic law. Although halal certification has been introduced by the Ministry of Religious Affairs since 1989, the fact remains that many food products still do not have halal certification. However, they meet the halal criteria according to Islamic law. Several factors can contribute to this, such as non-compliance with halal certification requirements according to the Indonesian Ulema Council (MUI) or a lack of awareness among businesses regarding halal certification.

Therefore, the use of information systems and websites is expected to facilitate the provision of comprehensive information regarding the categorization of halal food. In this study, the researcher utilized the Design Thinking method to design the user interface and user experience of the Halal Food information center website. Subsequently, an evaluation will be conducted using the usability testing methodology with the help of Useberry tools. The results of the testing, as measured by the System Usability Testing (SUS) method, yielded a score of 82.5, indicating excellent usability. The Single Ease Question (SEQ) obtained a score of 6.7, also indicating excellence. The Net Promoter Score (NPS) obtained a score of 67.7%. Finally, the website will be implemented up to the front-end stage.

The design of the user interface and user experience in implementing this halal food information center website aims to facilitate users in searching for and categorizing halal food in Bandung, Indonesia.

Keywords: *Halal Food, Muslim, Design Thinking, User Interface, User Experience*