

ABSTRACT

Nagreg Kendan Village, in Bandung Regency, is a pioneering tourism village that was formed after the expansion of Nagreg Village. Now 12 years old, the village is part of the Bandung Regency Tourism Village Program. Famous for the Kendan Kingdom Site, Nagreg Kendan Village has a variety of natural and cultural potential, easily accessible via transportation from Bandung Regency.

Despite its great tourism potential, a lack of public exposure has resulted in limited visitation to the village. Suboptimal media management is a contributing factor to the lack of public knowledge about Nagreg Kendan Village. Therefore, further research was conducted on this village to increase public knowledge and interest in visiting this village.

The research method used is a qualitative research method, with 2 stages used in conducting research. The first stage is data collection through observation and interviews as primary data, and conducting literature studies as secondary data. The second stage is to analyze the data. The results showed that further efforts are needed in utilizing information media to provide comprehensive information about the tourism and industrial potential of Nagreg Kendan Village, Bandung Regency so that more people know and are interested to visit this village.

Keywords: website, information media, user interface and user experience design, tourism village.