

Abstract

This research aims to enhance user experience (UI/UX) and improve promotional strategies for the Cigadung Creative Tourism Village website using a design thinking approach. The study involved stages of problem identification, solution development, and prototype testing. Results indicate that 77.94% of respondents rated the redesigned visual appearance as very attractive, and 100% of respondents preferred the new website design. Furthermore, 78.53% of respondents reported that the website features facilitated easier navigation, and 78.24% of respondents considered the promotional content, such as photos, videos, and information, to be highly interesting and informative. These findings demonstrate that the design thinking approach effectively enhances promotional effectiveness, visual appeal, and user-friendliness of the website.

Key Word: UI UX, Web Design, Promotion.