

ABSTRACT

In running their businesses, MSME actors in Jakarta must adapt to technology in the digital era to increase sales. The research method used to solve this problem is qualitative with a design thinking approach. Data was collected through interviews with MSME owners and observations of their current sales practices. This research aims to design an effective studio rental website for live online shopping to increase sales and simplify the reservation process for customers. Key features include an availability calendar, an online booking system, studio descriptions, and integration with social media and electronic payments. The methodology includes user needs analysis, UI design, and UX testing. The results show that this website can increase the number of MSMEs interested in selling online by renting live studios, which MSMEs can use for live online shopping. Thus, this website design is expected to contribute positively to increased sales and customer satisfaction.

Keywords: MSME, Website, UI, UX, online shopping.