

## **ABSTRACT**

In the food and beverage industry, a menu serves as a communication tool that reflects the service, quality, and pricing. In the era of digital transformation, cafés like Agropedia Space are adopting technology by using a website-based digital menu. Although Agropedia Space has integrated hydroponic innovations into menu management, product selection is still done using the traditional paper menu format. This study aims to develop an interactive digital menu connected to tablets, allowing consumers to explore and order products via a touchscreen. Comprehensive visuals and descriptions are expected to reduce consumer uncertainty and enhance the interactive experience. Usability evaluation using the System Usability Scale (SUS) is expected to provide an in-depth understanding of how well the interactive menu meets user expectations in terms of operation, satisfaction, and ease of selecting the available menu items.

**Keywords:** Digital menu, Interactive, Website, System Usability Scale