

ABSTRACT

Indonesia possesses a high level of biodiversity, yet threats to its protected endemic species continue to increase due to poaching, illegal trade, and deforestation. The low level of public awareness—especially toward lesser-known species—has resulted in minimal support for conservation efforts.

This study aims to design an interactive user interface and user experience (UI/UX) for a website that serves as an informative platform about protected animals in Indonesia. The research uses a mixed-method approach through interviews, direct observation of conservation practitioners, and literature review. Data analysis is conducted using descriptive analysis and comparative matrix analysis. The website integrates multimedia elements such as infographics, data visualizations, and animations to attract interest, particularly from younger generations.

The research findings indicate that interactive design can enhance empathy and user engagement with conservation issues. With a strong visual approach and emotionally engaging user experience, this website is expected to serve as an effective digital educational tool to raise awareness and foster public concern for the preservation of Indonesia's endemic wildlife.

Keywords: *Wildlife protection, Website, Public Awareness*