

ABSTRACT

The local film industry in Banyumas Regency does not yet have a mobile application that is easily accessible to everyone, which functions to introduce local films made by local filmmakers. This study aims to design the User Interface of the Mobile App "Gampil" as a promotional media for local films in Banyumas Regency. The author uses the User-Centered Design (UCD) method, which involves users during the design process. The design of the UI of this Mobile App is also focused on user convenience when accessing film information, namely by carrying a dark theme, and prioritizing the confidentiality of work assets so that the information in the Mobile App is kept confidential. This design is expected to make it easier for film producers or film communities in Banyumas Regency to introduce and promote the works of local filmmakers to the public.

Keywords: *UI Design, Mobile App, Local Film, Banyumas*