# *ABTRACT*

***Interface Design Planning for a Digital Entrepreneurship Learning System Based on LMS to Support MSME Development in South Tangerang***

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*Micro, Small and Medium Enterprises (MSMEs) contribute significantly to Indonesia's Gross Domestic Product (GDP) at 61.9% in 2023. The Kedaireka program as a collaborative platform between universities and MSMEs in South Tangerang has been running development programs through face-to-face learning sessions. However, the limited learning time of only 2 hours per session and the need for material repetition have become challenges in the knowledge transfer process. A Learning Management System (LMS) has great potential to support the learning process by providing flexible access to learning materials. This design aims to develop a digital learning system interface that supports the Kedaireka program through hybrid learning integration. The method used is user-centered design with a qualitative approach, including program observation, MSME interviews, and usability testing. Data is collected through user needs analysis, literature study, and evaluation of similar systems. The results of this design will produce an intuitive LMS interface prototype that suits MSME characteristics, supports systematic documentation, and enables learning progress tracking. This system is expected to optimize MSME development programs through more flexible and structured learning access.*

***Key words:*** *MSMEs, Learning Management System, Interface, Digital Learning System, User-Centered Design*