

ABSTRACT

VISUAL DESIGN OF THE “MAKEUPIN” WEBSITE AS A MAKEUP ARTIST BOOKING SERVICE

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The beauty industry continues to grow alongside the increasing demand for digital-based services, including makeup artist (MUA) bookings. Amid this development, traditional methods of booking MUA services—such as through personal recommendations or social media—are often considered inefficient. Challenges such as difficult navigation, incomplete information, and a lack of personalized services remain significant obstacles for users. To address these issues, this research aims to design an intuitive and aesthetically appealing digital platform by applying a responsive UI/UX design approach. Using a descriptive qualitative method involving literature reviews, interviews, and data analysis, this study develops the “MakeupIn” website design to streamline the process of finding, selecting, and booking MUA services. The results indicate that this platform not only improves the overall User Experience but also contributes to the advancement of the beauty industry in the digital age.

Key words: Makeup Artist (MUA), UI/UX Design, Digital Platform.