

ABSTRACT

Visual User Interface Design of Website and Supporting Promotional Media for Jakarta Kite Museum

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With the rapid advancement of technology, more and more people in Indonesia are less interested in visiting museums, resulting in museums such as the Jakarta Kite Museum experiencing a lack of visitors and neglect. Nowadays, almost everyone, including children, has become accustomed to using various devices such as smartphones, laptops, tablets, and the like in their daily lives. Even so, many people feel the need to utilize the development of the internet and the latest technology to present comprehensive information and accurate services through websites. User Interface (UI) plays a crucial role in website creation, as a good UI can increase interest and provide convenience to users in using the website. Not many museums have effective promotional and information media, for example, the Kite Museum currently only uses social media and brochures to disseminate information. The purpose of this research is to build public interest and make it easier for people to find sources of information about the Kite Museum. Therefore, the proposed solution is to create a website that contains relevant and interesting information about the Kite Museum.

Keywords: *Kite Museum, Website, User Interface.*

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