

ABSTRAK

Perkembangan ekosistem digital mendorong institusi pendidikan, termasuk SMA Islam Boarding School Raudhatul Jannah (SMA IBS RJ), untuk membangun kehadiran online yang kredibel dan fungsional. Observasi awal menunjukkan bahwa sekolah belum memiliki website resmi dan hanya mengandalkan Instagram, sehingga menyulitkan calon siswa, orang tua, dan guru dalam mengakses informasi secara terstruktur dan real-time. Penelitian ini bertujuan merancang conprototipe desain antarmuka (*UI*) dan pengalaman pengguna (*UX*) website yang intuitif, modern, serta mencerminkan identitas dan keunggulan sekolah. Metode yang digunakan meliputi observasi lapangan, studi pustaka, wawancara dengan kepala sekolah dan alumni, serta analisis SWOT untuk memahami kekuatan dan tantangan digital presence sekolah. Proses desain mengikuti tahapan *Design Thinking*: empati, definisi masalah, ideasi, pembuatan prototipe interaktif menggunakan Figma dan Framer, serta pengujian awal (*usability testing*). Hasilnya berupa website interaktif dengan navigasi sederhana, hierarki visual yang jelas, palet warna hijau-kuning-putih bertema Islami, tipografi Lato dan Manrope, serta microinteractions untuk meningkatkan keterlibatan pengguna. Website mendukung akses informasi profil sekolah, kurikulum, program unggulan, berita, dan formulir pendaftaran secara responsif di desktop dan perangkat mobile. Desain ini diharapkan menjadi acuan pengembangan website resmi SMA IBS RJ, memperkuat kredibilitas institusi, mempermudah manajemen informasi, dan meningkatkan daya saing digital sekolah.

Kata Kunci : Desain *UI/UX*, Desain visual, *Website Sekolah*, *Website Interaktif*, SMA IBS RJ

ABSTRACT

The rapid growth of the digital ecosystem compels educational institutions, including SMA Islam Boarding School Raudhatul Jannah (SMA IBS RJ), to establish a credible and functional online presence. Initial observations revealed that the school lacks an official website and relies solely on Instagram, making it difficult for prospective students, parents, and teachers to access structured and real-time information. This study aims to design a user interface (UI) and user experience (UX) prototype for a website that is intuitive, modern, and reflective of the school's identity and strengths. The research methods include field observation, literature review, interviews with key stakeholders (principal and alumni), and SWOT analysis to explore the school's digital presence opportunities and challenges. The design process follows the Design Thinking framework: empathy, problem definition, ideation, interactive prototyping using Figma and Framer, and initial usability testing. The resulting prototype features a simple navigation structure, clear visual hierarchy, an Islamic-themed green-yellow-white color palette, Lato and Manrope typography, and light microinteractions to enhance user engagement. The website supports responsive access to school profiles, curriculum, flagship programs, news, and registration forms across desktop and mobile devices. This design is expected to serve as a reference for developing the official SMA IBS RJ website, enhancing institutional credibility, streamlining information management, and strengthening digital branding to attract high-quality prospective students in an increasingly competitive educational landscape.

Keywords : UI/UX Design, Visual Design, School Website, Interactive Website, SMA IBS RJ