

Abstrak

Neri Mariana Due. 22902410023. **Digitalisasi Promosi Wisata: Perancangan *Layout Website Mobile* Kampus Bambu Turetogo, Ngada.** Tugas Akhir. Program Studi Desain Komunikasi Visual, Institut Filsafat dan Teknologi Kreatif Ledalero, 2026.

Perkembangan teknologi informasi telah membawa perubahan mendasar dalam industri pariwisata, menempatkan media digital sebagai alat utama dalam pemasaran. Di era ini, *website* berbasis *mobile* menjadi sarana paling tepat untuk menjangkau wisatawan modern. Kampus Bambu Turetogo di Kabupaten Ngada sebenarnya memiliki potensi wisata yang besar, namun menghadapi masalah keterkenalan karena minimnya promosi digital. Hal ini menyebabkan berbagai produk wisata yang ditawarkan belum diketahui oleh khalayak luas.

Penelitian ini bertujuan merancang antarmuka (*user interface*) *website* wisata berbasis *mobile* bagi Kampus Bambu Turetogo yang informatif sekaligus memberikan kenyamanan bagi penggunaannya. Perancangan dilakukan secara bertahap, mulai dari pengumpulan data, pemetaan kebutuhan pengguna, penyusunan struktur informasi, hingga pembuatan desain visual yang kemudian dievaluasi keterbacaannya pada layar ponsel. Titik berat perancangan terletak pada keindahan visual, kemudahan navigasi, dan kejelasan informasi. Hasil akhir dari kegiatan ini adalah sebuah prototipe (*prototype*) *website* yang responsif, berisi informasi lengkap mengenai destinasi, fasilitas, ragam aktivitas, serta galeri foto Kampus Bambu Turetogo. Kehadiran media promosi ini diharapkan mampu memperluas penyebaran informasi, membangun citra positif, dan pada akhirnya meningkatkan minat wisatawan untuk berkunjung.

Kata Kunci: Perancangan Antarmuka, *Website Mobile*, Promosi Pariwisata Digital, *User Interface* (UI), Kampus Bambu Turetogo.

Abstract

Neri Mariana Due. 22902410023. **Digitalization of Tourism Promotion: *Mobile Website Layout Design for Kampus Bambu Turetogo, Ngada***. Undergraduate Thesis. Visual Communication Design Study Program, Ledalero Institute of Philosophy and Creative Technology, 2026.

The development of information technology has brought fundamental changes to the tourism industry, positioning digital media as a primary tool in marketing. In this era, mobile-based websites have become the most effective medium for reaching modern tourists. Kampus Bambu Turetogo in Ngada Regency actually has great tourism potential; however, it faces challenges in gaining recognition due to the lack of digital promotion. As a result, the various tourism products offered have not yet become widely known to the public.

This study aims to design a mobile-based tourism website user interface for Kampus Bambu Turetogo that is both informative and capable of providing comfort and convenience for its users. The design process was carried out in several stages, starting from data collection, user needs mapping, information structure preparation, to the creation of visual designs that were later evaluated for readability on mobile screens. The main focus of the design lies in visual aesthetics, ease of navigation, and clarity of information. The final result of this project is a responsive website prototype containing complete information about destinations, facilities, various activities, and a photo gallery of Kampus Bambu Turetogo. The presence of this promotional media is expected to broaden the dissemination of information, build a positive image, and ultimately increase tourists' interest in visiting.

Keywords: *User Interface Design, Mobile Website, Digital Tourism Promotion, User Interface (UI), Kampus Bambu Turetogo.*

