

UI/UX Optimization and Digital Promotion Strategy for Cigadung Tourism Village Website

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Abstract:

This study aims to optimize user experience and strengthen digital promotion through the redesign of the website of Kampung Wisata Kreatif Cigadung (KWKC), Bandung City. The study addresses three interconnected problems: low public awareness of KWKC, suboptimal performance of its official digital promotion channel, and unequal representation of micro, small, and medium enterprises (MSMEs) on the existing website. Methodologically, the study applies design thinking (empathize, define, ideate, prototype, and test) supported by the AISAS model to translate user needs into a promotional information architecture. Data were collected through observation, interviews, literature review, benchmarking, and questionnaires. The initial needs analysis involved 153 respondents, while prototype testing involved 68 respondents. The redesign was developed around content completeness, navigational clarity, visual consistency, and equitable MSME representation. The evaluation showed that 77.94% of respondents rated the new visual display as highly attractive, 80.00% stated that the information they needed could be found easily, 78.53% reported that the features facilitated exploration, and 78.24% considered the photographs, videos, and information attractive and informative. In addition, 81.47% of respondents became more interested in visiting KWKC after viewing the redesigned website, and all respondents preferred the new design over the previous one. The contribution of this study lies in integrating UI/UX optimization, AISAS-based promotional logic, and CBT-oriented MSME visibility into a website design framework for a creative tourism village.

Introduction

The creative industry has become a strategic sector because it generates added value through culture, creativity, and experience-based activities (Rosyid & Ramadhani, 2023). In the tourism sector, this development has shifted the meaning of travel from simply visiting attractions to engaging in interactive, educational, and culturally embedded experiences. This transformation encourages regions to design destinations that are visually attractive while also communicating local identity in a meaningful way. In Bandung City, such a direction is reflected in the Bandung Creative Belt initiative, which connects local creative potential with the development of thematic creative tourism destinations (Rahman et al., 2021).

This development is closely associated with the concept of community based tourism (CBT), which places local communities at the center of tourism planning, management, and benefit distribution (Asker et al., 2010). Within this framework, tourism is expected not only to attract visitors but also to strengthen local capacity, expand community participation, and distribute economic opportunities more equitably. Kampung Wisata Kreatif Cigadung (KWKC) represents one form of such development in Bandung City. KWKC accommodates several creative and tourism-related entities,

including Batik Komar, Kampung Batik Cigadung, Batik Hasan, Saung Kasep, Studio Rosid, and Curug Ranca Kalong (David & Rosanto, 2023). This position makes KWKC important not only as a tourism destination but also as a local platform for MSME empowerment and destination identity formation. Despite its considerable potential, KWKC still faces substantial challenges in terms of information dissemination and destination promotion. Preliminary observation of its official digital media showed that the existing website had not functioned optimally as a promotional medium. The available information was incomplete, several pages were not interactive, and MSMEs under KWKC were not represented evenly. The information structure also did not sufficiently support the needs of prospective visitors who wanted to understand the destination profile, available products, tourism packages, location, and contact points in a quick and organized way. As a result, the website had not become an effective entry point for building destination image, user trust, and visitation interest.

In the context of destination promotion, a website has a strategic role because it can integrate destination profiles, visual galleries, product catalogs, maps, contact information, and promotional narratives within one accessible digital platform (Dwiningwarni et al., 2021; Herawati et al., 2018). Adhanisa & Fatchiya (2017) also found that websites and social media, particularly Instagram, can function effectively as promotional media in community-based tourism areas, indicating that digital platforms play an important role in increasing destination visibility and attracting potential visitors. However, an effective tourism website cannot rely solely on information availability. It must also guide users through a digital decision-making process. The AISAS model explains that digital users typically move through the stages of attention, interest, search, action, and share when interacting with online promotional content (Ruswandi et al., 2021). Therefore, a tourism village website should not merely display information; it should also be designed to attract attention, sustain interest, facilitate information search, encourage action, and support content sharing.

The effectiveness of such a website depends heavily on the quality of user interface (UI) and user experience (UX). UI refers to the visual and interactive elements of a digital system, such as layout, color, typography, buttons, and icons, while UX refers to the overall experience formed when users navigate information, interpret content, and evaluate the convenience and credibility of the service (Akbar et al., 2023). In tourism promotion, a well-designed UI/UX helps users locate information efficiently, navigate pages comfortably, and develop positive impressions of the destination manager. Conversely, a poorly structured interface may weaken exploration interest before visitation intent is even formed.

Previous studies have shown the importance of UI/UX in tourism website development. Yasmine & Atmojo (2022) demonstrated that a user-centered design approach produced a tourism village website interface that better aligned with user needs and usability requirements. Nasution and Nusa (2021) showed that design thinking was effective in generating web-based UI/UX designs that were more responsive to user expectations. Martínez-Sala et al. (2020) further emphasized that tourism website usability should be evaluated through navigation, graphic design, and content structure. Recent studies in Indonesia have also shown that digital communication and website-based promotion can strengthen the visibility of tourism villages and improve stakeholder capacity in tourism marketing, while promotion itself plays an important role in increasing tourist interest and strengthening tourism destination visibility at the village level (Firmansyah et al., 2021; Oktaviani et al., 2024). However, three gaps remain insufficiently addressed. First, many studies discuss UI/UX quality and digital promotion as separate concerns, even though tourism users experience them as one continuous digital journey. Second, existing tourism village website studies tend to emphasize usability and information access, but pay less attention to how interface structure can distribute promotional visibility fairly among community actors. Third, visual design decisions such as color, typography, layout, image hierarchy, and content grouping are often reported descriptively rather than analyzed as part of a communication system that constructs destination identity and credibility.

Based on these gaps, the present study positions the KWKC website not merely as a usability improvement project but as an integrated design communication problem. The study aims to: (1)



analyze the website design needs of KWKC from the perspective of prospective users and stakeholders; (2) identify UI/UX elements that are required to improve information access, navigation, and visual communication; (3) formulate the main website components needed to support AISAS-based digital promotion; and (4) explain how the redesigned interface can provide a more balanced representational space for MSMEs within a CBT-oriented creative tourism destination. The central argument is that UI/UX optimization becomes more meaningful for community-based tourism when it improves not only ease of use but also destination storytelling, promotional flow, and equitable visibility for the community actors represented on the website.

Methods

This study was designed as a website design research project focusing on UI/UX optimization and the strengthening of digital promotional strategy for Kampung Wisata Kreatif Cigadung, Bandung City. The study adopted a contextual problem-solving orientation in which user needs, field conditions, and promotional goals were analyzed in an integrated manner. The design thinking method was employed as the main framework because it enables the formulation of design problems from the users' perspective and translates them into iterative solutions that can be tested and refined (Ayu & Wijaya, 2023).

The research procedure consisted of five stages: empathize, define, ideate, prototype, and test. In the empathize stage, initial data were collected to understand the condition of the previous website, the needs of prospective users, and the perspectives of KWKC stakeholders. In the define stage, the main design problems were formulated based on the findings from the initial investigation. In the ideate stage, alternative design solutions, content structures, and promotional features were developed. In the prototype stage, a digital website prototype was created. Finally, in the test stage, the prototype was evaluated based on user responses.

In addition to design thinking, the study employed the AISAS model to support the design of the website's promotional logic. This model was used to organize how users would interact with the promotional content in the website. The attention stage was addressed through visual highlights, banners, and introductory calls to action. The interest stage was supported by destination narratives, tourism attraction descriptions, and MSME highlights. The search stage was facilitated through menu structure, navigation design, and content organization. The action stage was strengthened through contact information, tourism package descriptions, and product-related information. The share stage was considered through social media connectivity and the potential for content dissemination.

The study population consisted of residents of Bandung City who were considered potential visitors to KWKC. A purposive sampling strategy was used because Bandung residents represent the most immediate audience for KWKC promotion and are more likely to compare KWKC with other tourism, cultural, and creative destinations in the city. The sample was drawn from prospective users of the KWKC website who resided in Bandung and who were able to evaluate the website as an information and promotional medium. In the initial stage, questionnaire data were obtained from 153 respondents to map awareness of KWKC, expectations regarding an ideal tourism village website, and evaluations of the previous website. In the prototype testing stage, a second questionnaire was completed by 68 respondents to assess visual quality, user experience, navigation convenience, information clarity, and promotional effectiveness. The separation between the needs-analysis respondents and the prototype-testing respondents helped distinguish diagnostic findings from evaluative responses to the proposed design.

Data were collected through observation, interviews, literature review, benchmarking, and questionnaires. Observation was conducted on the official KWKC website and the physical area of the tourism village to identify strengths and weaknesses in the existing promotional system. Interviews

were conducted with KWKC managers and several MSME stakeholders to gather information on promotional needs, content expectations, and the limitations of the previous website. Literature review was used to establish the conceptual basis related to CBT, digital promotion, tourism websites, UI/UX, design thinking, and AISAS. Questionnaire items were derived from the research objectives and from indicators of information completeness, visual attractiveness, readability, navigation convenience, promotional content, visit intention, and share intention. Content validity was strengthened by aligning each item with the UI/UX and promotional dimensions examined in the study, while triangulation among observation, interview, literature review, benchmarking, and questionnaire results was used to reduce single-source bias. Qualitative data from observation and interviews were grouped thematically into content gaps, navigation problems, visual identity, promotional needs, and MSME representation. These themes were then compared with questionnaire results and the comparison matrix of selected domestic and international tourism village websites. The matrix was used to identify effective patterns in content organization, typography, color usage, navigation, visual hierarchy, and interactive elements. Based on this analysis, the website prototype was developed into three main pages, namely the home page, the profile/About Us page, and the MSME page.

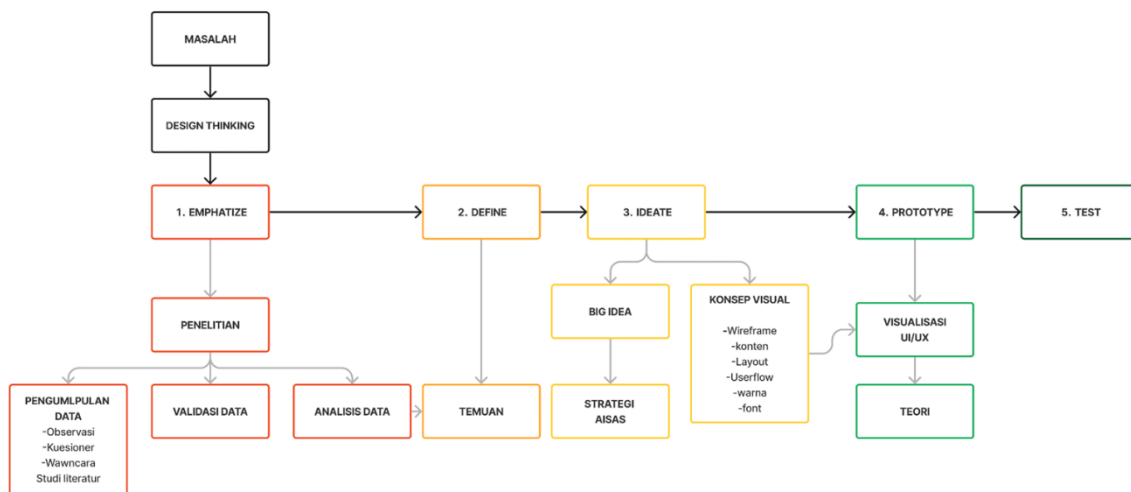


Figure 1. Research Framework
Source: Author documentation

Figure 1 summarizes the overall research framework used in this study. It clarifies how the study moved from problem identification to design development and evaluation, thereby helping readers understand the logic of the research process before entering the findings section.

Results and Discussion

Initial Website Condition and User Needs

The findings indicate that the promotional problem faced by KWKC was substantial and directly related to the quality of the official digital medium available. Of the 153 respondents, 94.8% stated that they were not aware of KWKC, even though it is located in Bandung City. This finding suggests that KWKC had very limited visibility in the public sphere. When respondents were asked to identify MSMEs associated with KWKC, the highest proportion was found in the category of not knowing any of them, accounting for 47.7%. Among the MSMEs that were recognized, Batik Komar was the most prominent, while the visibility of other entities remained far lower. This pattern reflects uneven promotional exposure among the units under KWKC.

Respondents also considered a website to be an essential medium for tourism village promotion and information exploration. A total of 82.88% agreed that a proper tourism village should have an official website, and 80.26% believed that an official website would help them explore tourism village information. They expected a website containing comprehensive destination information, attractive visuals, photographs and videos, clear maps, accessible calls to action, and social media integration. These responses indicate that users expected not only an informative website but also one that supports efficient exploration and persuasive communication.

Observation and interview results confirmed these findings. The previous KWKC website was considered insufficiently informative, partially empty, not fully interactive, and unable to represent the destination comprehensively. Stakeholders also emphasized the need for a website that could present all MSMEs more equitably while offering practical information for prospective visitors. At this point, the problem could not be solved by merely adding content; it required a redesign of the information structure, user experience, and digital promotional strategy.

UMKM pada KWKC (Kampung Wisata Kreatif Cigadung) yang anda ketahui

153 responses

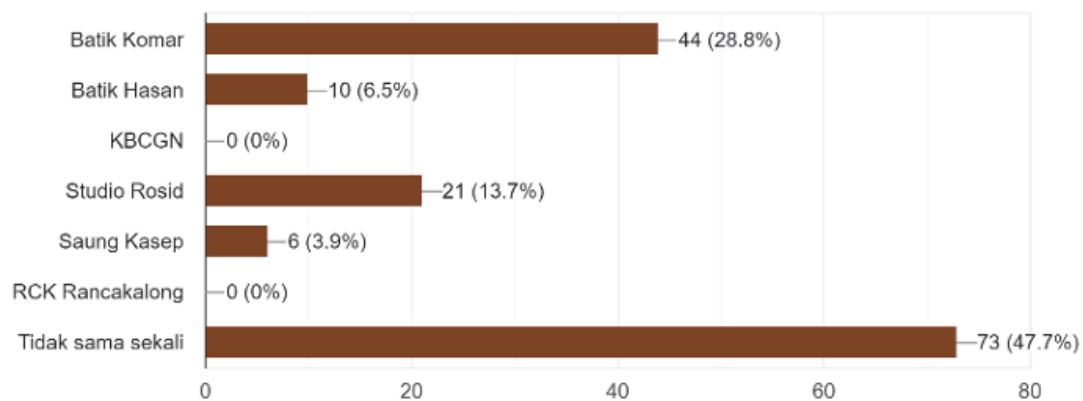


Figure 2. Respondents' Recognition of MSMEs under KWKC

Source: Author documentation

Figure 2 presents the early-stage finding regarding respondent awareness of MSMEs under KWKC. The figure shows that a large share of respondents did not recognize any MSME associated with KWKC, while Batik Komar was the most frequently recognized name. This result confirms the uneven promotional exposure that later became one of the key design problems addressed in the redesign process.

The findings in this phase are consistent with the argument that digital tourism promotion requires more than online presence alone. A website must function as an integrated informational, persuasive, and representational medium. In the case of KWKC, the absence of adequate content structure and the uneven visibility of MSMEs weakened the destination's capacity to build collective identity. This is particularly important in a CBT setting, where digital communication should represent the broader community rather than a single well-known entity. From a design communication perspective, unequal MSME visibility also affects the symbolic meaning of the destination: when only a few actors appear prominently, the website may unintentionally frame KWKC as a collection of isolated attractions rather than as a shared creative tourism ecosystem. Therefore, the redesign needed to address not only usability but also representational equity in the presentation of community actors.

Design Formulation and Prototype Development

Before formulating the redesign criteria, a comparison matrix of selected domestic and international tourism village websites was conducted. The analysis reviewed recurring strengths in clear homepage organization, consistent visual identity, intuitive navigation, relevant and engaging promotional presentation, and the balanced visibility of destination actors. The criteria were also interpreted through a UI/UX perspective in which strategy, scope, structure, skeleton, and surface elements must support one another to produce a coherent user experience (Garrett, 2011). These findings were adapted to the context of KWKC and used as the basis for determining the main redesign priorities.

Based on the define and ideate stages, the design requirements were formulated into four major elements: completeness of information, equitable MSME representation, clear navigation, and consistent visual identity. Completeness of information was addressed by presenting KWKC profiles, tourism packages, maps, contact information, products, and gallery content in an organized structure. Equitable MSME representation was addressed by providing each MSME with comparable profile space, product descriptions, visual galleries, maps, and contact information. Clear navigation was translated into menus, submenus, and calls to action that reduce the effort required to find key information. Consistent visual identity was developed through coherent use of color, typography, imagery, and layout.

Color selection was based on the visual identity of the KWKC logo in order to create stronger consistency with the destination character. In this study, color was not treated merely as decoration but as a recognition device that links the interface to the destination brand. The palette derived from the KWKC logo consists of warm orange tones (#EA7527 and #EE892F), a beige supporting tone (#E1BA75), natural green tones (#6F8A6B and #325334), red accents (#BB1B1B and #EE2F2F), blue-teal accents (#136574 and #0097B2), and a dark neutral tone (#0F0F0D). Warm colors were positioned to create emphasis and attract attention in banners and call-to-action areas, green tones were used to reinforce locality, nature, and the tourism-village atmosphere, blue tones were intended to support clarity and a trustworthy digital impression, while the dark neutral tone improved contrast and readability. The use of a consistent palette helps users associate the website with KWKC and supports visual continuity across pages. Montserrat and Roboto were selected as the main typefaces because they offer high legibility on digital screens and create a clear distinction between headings, body text, and navigational labels. The page structure was organized so that essential information could be accessed efficiently through menus, submenus, content cards, and calls to action. These design decisions show that UI/UX improvement in tourism websites involves visual hierarchy, information architecture, and interaction logic, not aesthetics alone.



Figure 3. Color palette inspired by the KWKC logo
Source: Author documentation

Figure 3 presents the color palette derived from the KWKC logo. The palette was translated into the redesigned interface to maintain brand consistency and to support the communicative functions of the website. In visual communication terms, this palette helps strengthen destination identity while guiding user attention through contrast, emphasis, and consistent thematic cues.

From a UI/UX perspective, the prototype was designed to reduce cognitive effort and improve orientation. Navigation labels were kept familiar and consistent so that users could recognize available options instead of having to remember where information was located, which is aligned with usability principles related to consistency, recognition, and error prevention (Nielsen, 1994). From a promotional perspective, the design follows the AISAS model. The opening visual section and concise identity statement create attention. Destination narratives, tourism attraction descriptions, gallery content, and MSME highlights build interest. Menu structure and content grouping support search. Contact information, location maps, tourism package descriptions, and product-related information support action. Social media connectivity and shareable visual content encourage share. Therefore, the prototype responds to the weaknesses of the previous website through a combination of usability improvement and promotional communication logic.

Design Concept and Visual Communication Analysis

The visual concept of the redesigned website was built around KWKC as a creative tourism ecosystem. This concept required the interface to communicate locality, creativity, and accessibility at the same time. The selected color system functions as an identity cue because it repeats the tones associated with the KWKC logo and applies them consistently to headings, buttons, and visual accents. In visual communication terms, this repetition creates recognition and coherence, while the contrast between headings, images, and calls to action guides users toward the most important information. The use of destination photographs and MSME product images also functions semiotically: the images do not only illustrate activities, but also signify the craft, cultural, and community-based character of KWKC (Kress & van Leeuwen, 2006).

The layout was developed using content grouping and visual hierarchy so that users could move from general orientation to more specific information. On the home page, introductory content, attraction highlights, tourism packages, and galleries are arranged from broad identity to practical exploration. On the profile/About Us page, history, location, and contact information support credibility and trust. On the MSME page, each tenant unit is presented in a comparable structure so that Batik Komar, Kampung Batik Cigadung, Batik Hasan, Saung Kasep, Studio Rosid, and Curug Ranca Kalong receive a more balanced promotional space. This design decision is important because representational balance is part of the communication function of a CBT website: the interface should help users understand KWKC as a collective destination rather than as a single dominant brand.

Typography and spacing were also analyzed as part of the communication system. Headings in Montserrat create clear section markers, while Roboto supports longer explanatory text because of its screen readability. White space and card-based grouping separate different content categories and prevent the website from appearing crowded. These decisions help establish hierarchy, readability, and scanning efficiency, which are central to tourism website usability because users often need to compare attractions, packages, locations, and contact points quickly before deciding whether to visit. Consequently, the redesign can be read as a structured communication strategy in which visual elements, content hierarchy, and interaction cues work together to support user understanding and promotional persuasion.

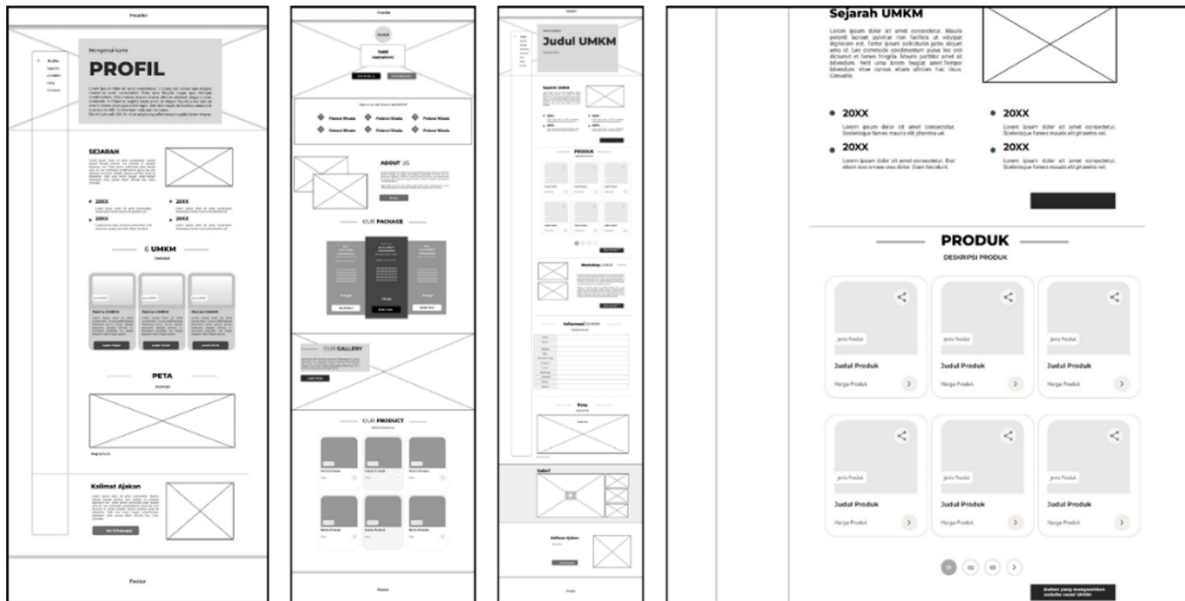


Figure 4. Overall Wireframe of the Redesigned Website
Source: Author documentation

Figure 4 presents the overall wireframe of the redesigned KWKC website. This figure is useful because it gives readers a concise visual understanding of the main page structure, content hierarchy, and user navigation flow. The redesign emphasizes clearer navigation, stronger content grouping, and more equitable representation of all MSMEs under KWKC.

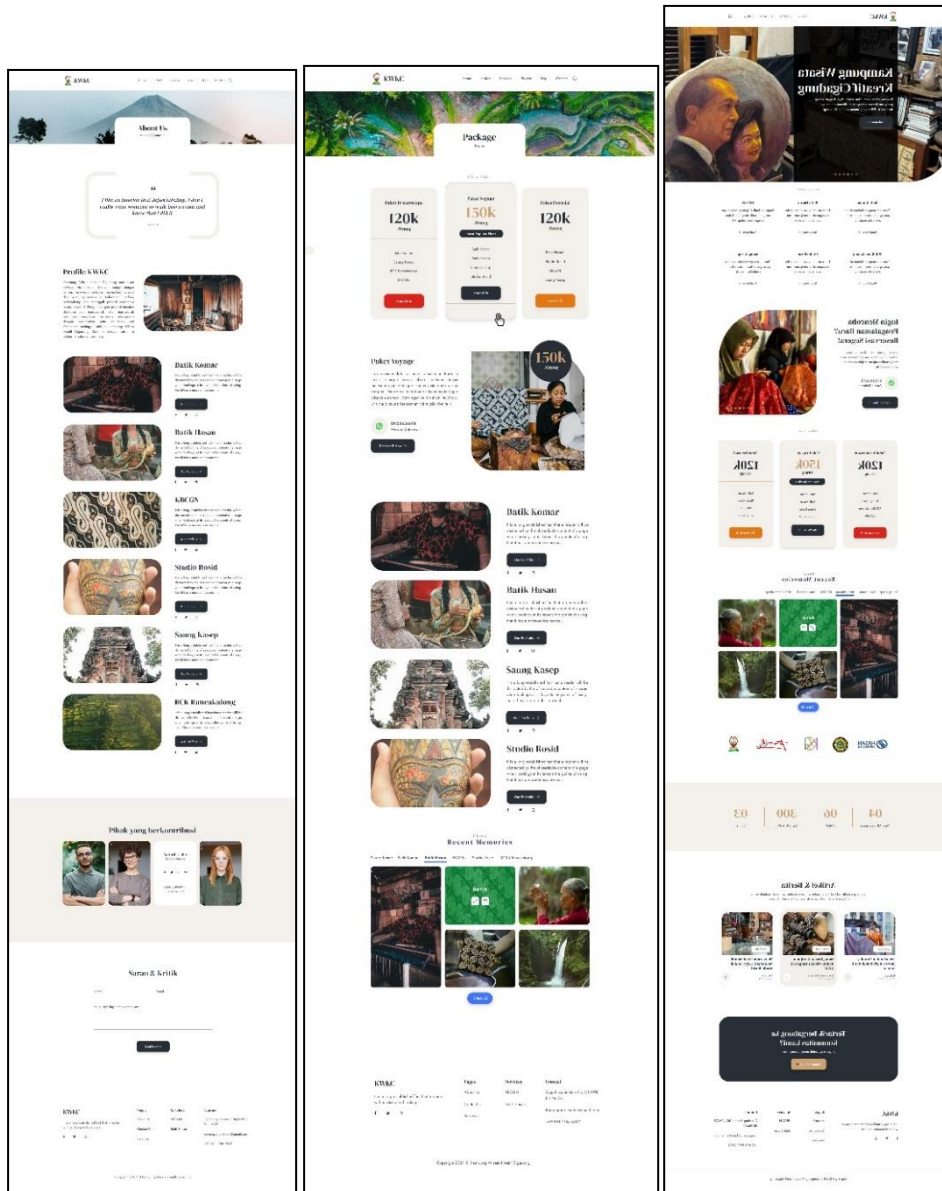


Figure 5. Final design of the redesigned KWKC website: home page, profile/About Us page, and MSME page.
Source: Author documentation

Figure 5 presents the final interface design of the redesigned KWKC website. The home page was designed as the attention and interest layer of the promotional flow by using a strong opening visual, concise introductory text, attraction highlights, and accessible calls to action. The profile/About Us page was developed to strengthen credibility through destination history, identity, location, and contact information. The MSME page was designed to translate the CBT principle of community representation into interface structure by giving each business unit comparable visual and informational space. This equalized structure is significant because it reduces promotional imbalance and helps users recognize KWKC as an ecosystem of creative actors. Overall, the final interfaces demonstrate that the redesign improved visual consistency, content hierarchy, and navigation clarity while strengthening the website's role as an informational, promotional, and representational platform for a community-based creative tourism destination.

Comparison between the Previous and Redesigned Website

The comparison between the previous website and the redesigned version shows substantial improvement. In the earlier condition, the home page contained only a limited description and several pieces of information that were not consistently updated. The profile page was largely empty, while the MSME page displayed only partial information and did not provide equal promotional space for all tenant units. After the redesign, the home page presented more complete information about KWKC, achievements, tourism packages, products, and galleries. The profile page was enriched with destination history, identity, a list of MSMEs, maps, and contact information. The MSME page was transformed into a more detailed operational information space.

This transformation is significant in the context of CBT. A website that was previously partial and underdeveloped was turned into a collective representation medium that more fully reflected the destination ecosystem. Equalizing information distribution among MSMEs became an important outcome because public exposure had previously been concentrated on only a few entities. In promotional terms, this shows that website design can function as a tool for more equitable visibility distribution within a community-based tourism ecosystem. From a social communication perspective, this is not a minor interface issue: digital visibility can influence which actors are remembered, contacted, and potentially visited by tourists. Therefore, representational equity should be considered one of the evaluation criteria for tourism village websites.

Table 1. comparison between previous and redesigned website

Aspect	Previous Website	Redesigned Website	Improvement Significance
Content completeness	Information was limited, partially outdated, and some sections were left empty.	Information was expanded to include destination profile, tourism packages, galleries, products, MSME details, maps, and contact information.	Improved informational value and helped users understand the destination more comprehensively.
Homepage structure	The homepage only presented basic descriptions and lacked strong content hierarchy.	The homepage was reorganized to highlight destination identity, major attractions, tourism packages, products, and visual content.	Strengthened first impressions and improved users' ability to identify key information quickly.
Profile/About Us page	The profile page was incomplete and did not clearly explain the background of KWKC.	The About Us page was redesigned to present destination history, identity, MSME listings, maps, and contact points in a structured way.	Improved destination legitimacy and supported clearer representation of KWKC as a creative tourism village.
MSME representation	MSMEs were not represented evenly, and some units received minimal exposure.	Each MSME was given more balanced and detailed representation through dedicated content, product information, workshop activities, and contact details.	Reduced promotional imbalance and strengthened community-based representation.
Navigation clarity	Navigation was inconsistent and some parts of the website were not intuitive.	Navigation menus, submenus, and calls to action were structured more clearly and consistently.	Improved usability and made information search more efficient.

Aspect	Previous Website	Redesigned Website	Improvement Significance
Visual identity	The previous design lacked visual consistency and did not strongly reflect KWKC identity.	Colors, typography, and layout were redesigned to align with the visual identity of KWKC.	Enhanced branding consistency and made the website visually more attractive.
Readability	Text arrangement and page structure did not fully support comfortable reading.	Typography and layout were improved to support better readability across sections.	Increased user comfort and reduced cognitive effort when exploring content.
Interactivity	The website had limited interactive features and weak action support.	The redesigned version provided clearer buttons, structured page flows, and stronger action points for inquiries and exploration.	Supported more active user engagement and encouraged further interaction.
Promotional function	The website functioned mainly as a basic information page and was weak as a promotional medium.	The website was redesigned to support promotional flow through visual appeal, informative content, package displays, and share-oriented elements.	Strengthened the role of the website as a strategic digital promotion tool.
Contact and access information	Contact information and destination access were not presented clearly.	Maps, contact details, and supporting access information were presented more clearly and systematically.	Facilitated user action, follow-up inquiries, and visit planning.

Source: Author documentation

Table 1 summarizes the main differences between the previous and redesigned website. The comparison shows that the redesign improved content completeness, navigation clarity, visual consistency, interactivity, and the fairness of MSME representation. These improvements demonstrate that the redesign addressed both functional shortcomings and promotional imbalance. These findings support previous studies arguing that interface quality and information structure influence the promotional effectiveness of tourism websites (Martínez-Sala et al., 2020; Yasmine & Atmojo, 2022). In the case of KWKC, the redesign improved not only visual appearance but also the website's ability to function as a destination recognition tool and an MSME promotional platform. This indicates that a community tourism website should be evaluated not only in terms of usability metrics but also in terms of how fairly it represents the community actors who form the destination. In this sense, the study extends UI/UX discussion into a broader visual communication issue: interface structure determines not only how easily users find information, but also which cultural and economic actors become visible in the digital narrative of a place.

User Responses to the Final Prototype

Prototype testing involving 68 respondents showed that the final design received predominantly positive responses. A total of 77.94% of respondents considered the website visually highly attractive. Meanwhile, 80.29% stated that the text and images were easy to read and understand. The website's color theme was regarded as pleasant by 78.24% of respondents, and the same percentage considered menus, links, and buttons easy to find. In terms of content, 78.24% found the promotional content attractive and informative. A total of 80.00% also stated that the information they were looking for could be found easily.

These findings indicate that the redesign successfully addressed the major weaknesses of the earlier website, namely poor visual quality, incomplete content, and weak user flow. More importantly, 77.94% of respondents reported satisfaction when using the redesigned website, and 78.53% stated that the features available made website exploration easier. This level of satisfaction

suggests that improved UX was able to enhance both interaction quality and user perception of the destination website.

From a promotional perspective, the redesign also had a clear impact. A total of 81.47% of respondents reported greater interest in visiting KWKC after viewing the redesigned website. Furthermore, 81.76% stated that they would recommend the website to others interested in tourism villages and culture, and 80.59% were interested in sharing the website content on social media. All respondents preferred the new design over the previous one. These results indicate that UI/UX quality is closely connected to promotional effectiveness because a positive digital experience can strengthen visitation interest and encourage user participation in spreading destination information.

Table 2. Prototype Testing Results

No	Pertanyaan	%
1	Tampilan visual re-design website Kampung Wisata Kreatif Cigadung sangat menarik.	77.94%
2	Konten promosi (foto, video, informasi) di website ini sangat menarik dan informatif.	78.24%
3	Saya merasa pengalaman saya menggunakan website ini sangat memuaskan.	77.94%
4	Website ini menyediakan semua informasi yang saya butuhkan tentang Kampung Wisata Kreatif Cigadung.	78.24%
5	Saya dengan mudah menemukan informasi yang saya butuhkan di website ini.	80.00%
6	fitur pada website ini mempermudah saya untuk lebih mengeksplorasi websitenya	78.53%
7	Desain tata letak website ini memudahkan saya untuk menemukan informasi.	78.24%
8	Teks dan gambar di website ini mudah dibaca dan dipahami.	80.29%
9	Warna dan tema website ini menyenangkan dan tidak mengganggu.	78.24%
10	Navigasi website ini (menu, link, tombol) sangat mudah ditemukan.	78.24%
11	Saya merasa lebih tertarik untuk mengunjungi Kampung Wisata Kreatif Cigadung setelah melihat tampilan desain website ini	81.47%
12	Saya akan merekomendasikan website ini kepada orang lain yang tertarik dengan Kampung Wisata dan budaya	81.76%
13	Saya merasa tertarik untuk berbagi konten dari website ini ke media sosial saya.	80.59%
14	Website ini sangat mempermudah pengguna untuk share produk KWKC ke media sosial pengguna	80.00%
15	Website ini memudahkan pengguna untuk mengetahui kontak untuk informasi lebih lanjut tentang KWKC dan UMKM di dalamnya.	79.12%
16	Re-Desain Website KWKC Sudah memenuhi standar Website Kampung Wisata	85.29%
17	Saya lebih menyukai tampilan web desain KWKC yang baru	100.00%

Source: Author documentation

Table 2 presents the quantitative results of the prototype evaluation. The table is important because it provides direct evidence that the redesigned website performed positively across major dimensions, including visual appeal, ease of navigation, completeness of information, and visit intention. It therefore strengthens the argument that the redesign improved both functional quality and promotional effectiveness.

These findings are in line with the AISAS logic. When attention and interest are generated through stronger visuals, clearer hierarchy, and richer content, users are more likely to search for further information, take action by expressing visit intention or contacting the destination, and share the information with others. In the context of KWKC, this is especially important because promotion is not limited to increasing visits but also involves expanding public awareness of the destination identity and the MSMEs operating within it. The findings also suggest that visual attractiveness alone is insufficient; positive responses emerged because attractiveness was supported by readability, navigational clarity, content completeness, and practical contact points. Nevertheless, the evaluation remains a prototype-based user perception test. Future implementation should therefore examine

whether the same design improvements lead to measurable changes in website traffic, inquiries, visitation, and MSME exposure after the website is used publicly.

Scientific and Practical Implications

From a scientific perspective, this study shows that the design of a promotional website for a creative tourism village should be understood as an integrated process that connects interface design, user experience, promotional strategy, visual communication, and community representation. The study contributes to UI/UX research by showing that website redesign in a CBT context should not be evaluated only through attractiveness or ease of use. It should also be assessed by its ability to organize destination narratives, guide digital promotional behavior, and distribute visibility more evenly among community actors. Methodologically, the study demonstrates how design thinking can be combined with AISAS to move from user needs and stakeholder problems to a prototype that supports attention, interest, search, action, and share. This integration provides a useful model for analyzing tourism websites as both interaction systems and promotional communication media.

From a practical perspective, the findings provide clear guidance for KWKC managers and for administrators of other tourism villages. Website development should pay attention to local visual identity, completeness of information, simple navigation structure, readable typography, consistent content grouping, and the availability of maps, contact points, and content-sharing features. Website managers should also maintain equitable MSME profiles so that promotional exposure does not remain concentrated on one or two well-known actors. In addition, website management should be carried out continuously so that content remains updated, promotional activities remain active, and the website can function sustainably as a destination information center. Future development may include stronger social media integration, reservation systems, periodic updating of MSME catalogs, and analytics-based evaluation to measure the practical impact of digital promotion on visits, inquiries, and MSME performance.

Conclusion

This study demonstrates that optimizing user interface and user experience through a website can strengthen the promotional effectiveness of Kampung Wisata Kreatif Cigadung. The initial problems of low public awareness, uneven MSME promotion, limited website informativeness, and weak content structure were addressed through a design thinking approach supported by the AISAS-based promotional logic. The evaluation results show that the redesigned website was preferred by all respondents over the previous design. The new interface was considered more attractive, its features made exploration easier, and the promotional content was considered more informative.

These findings confirm that visual quality, readability, information completeness, navigational clarity, and representational balance are critical factors in building positive user experience while also encouraging destination visit intention. The website should no longer be positioned merely as an information channel but as a strategic instrument for building destination identity, expanding promotional reach, and providing a balanced representational space for the MSMEs operating under KWKC. The main contribution of this study is the formulation of a website design approach for community-based creative tourism villages that integrates user needs, AISAS promotional stages, visual communication principles, and CBT-oriented MSME visibility. Full implementation of the website, enrichment of multimedia content, integration with social media and reservation features, and evaluation of its long-term impact on tourist visits and MSME performance remain important directions for future development.

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