RINGKASAN

Kota Surakarta memiliki banyak perusahaan dalam bidang jasa desain interior. Kirah Interior adalah salah satu jasa desain interior yang berada di kota Surakarta tepatnya di jl. Pandan VII, No 8a, Baturan, kecamatan Colomadu , Jawa Tengah. Sedangkan untuk alamat perusahaan bagian pemasaran berada di jl. Diyan saranagraha No 43. Blulukan, Colomadu. Perusahaan jasa desain umumnya memiliki berbagai macam media promosi seperti website. Kirah interior jg memiliki website namun masih kurang diminati pengunjung. Dari website yang ada akan di desain ulang dengan user interface yang berkonsep lebih menarik dan mudah dimengerti. Modern Minimalis adalah kosep yang cocok digunakan pada website kirah interior, dengan konsep Modern Minimalis diharapkan website kirah interior dapat diakses dengan mudah. Dengan konsep user interface tersebut diharapkan kirah interior menjadi standart perusahaan sebagai media promosi yang baik dan meningkatkan nilai jual brand local dari kirah interior.

Kata Kunci: User Interface, Website, Kirah Interior

ABSTRACT

The city of Surakarta has many companies in interior design services. Kirah Interior is one of the interior design services located in Surakarta. It addresses at Jl. Pandan VII, No. 8a, Baturan, Colomadu sub-district, Central Java. Meanwhile, the company's address for the marketing department is at Jl. Diyan Saranagraha No. 43. Blulukan, Colomadu. Design service companies generally have various kinds of promotional media such as websites. Kirah interior also has a website, but it is still less attractive to visitors. The existing website will be redesigned with a user interface that is more attractive and easy to understand. Modern Minimalist is a concept that is suitable for use on interior design websites. The Modern Minimalist concept on the interior Kirah website is expected to be easily accessible. The user interface concept is expected to become the company's standard as an excellent promotional media and increase the selling value of local brands from the Kirah interior.

Keywords: User Interface, Website, Kirah Interior