ABSTRACT

**DESIGN OF THE UI/UX BLESSING SMILE GROUP WEBSITE AS A
DENTAL AND ORAL HEALTH INFORMATION**

By:

Syifa Aulia Wibyanur

1601190425

Dental and oral health problems experienced by Indonesian people often increase every year, the COVID-19 pandemic situation has also had an impact on people's access to health services, causing a fairly drastic decline. Therefore, the Ministry of Health together with PDGI have provided access to teledentistry services which allow patients to consult with a dentist, without having to meet face to face. This research aims to describe the design of an informative Blessing Smile Group website that will support and educate the public about the importance of dental and oral health. It is hoped that the research results can help the public to pay more attention to dental and oral health and serve as a guide in maintaining it. This research is a qualitative descriptive study. The data collection process was carried out through observation, interviews, questionnaires and literature study. The data obtained was then analyzed using comparative matrix analysis, referring to five theories of understanding, namely multimedia, websites, user interface, user experience, and visual communication design. Studying these five topics will be very helpful in understanding how to design the right website to achieve the goals that have been identified and hopefully can be the right solution for the existing problems.

Keywords: *Multimedia, Website, User Interface, User Experience, Visual Communication Design*