

## ABSTRACT

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*At present, technology has advanced significantly, and almost any activity can be performed using the Internet. Many activities can be conducted online, one of which is online shopping. Particularly in Indonesia, online shopping has gained immense popularity and grown rapidly, as evidenced by the emergence of various online stores and e-commerce platforms. TOBU (Toko Budaya) e-commerce website enables users to engage in online buying and selling of cultural products from various regions in Indonesia, such as unique culinary products, fashion items, handicrafts, and other regional products. The TOBU e-commerce website features a user-friendly interface and functionalities such as a shopping cart, online payment system, and order management. In the development of this e-commerce website, the author was responsible for creating the UI/UX design of the TOBU e-commerce website using the Figma application. Following the principles of a good UI/UX website design, the aim was to create an appealing, user-friendly, and effective website. Therefore, the TOBU e-commerce website is expected to assist users in achieving their business goals and enhance the reputation of Indonesian cultural products in terms of sales.*

**Keywords:** *Design, Usability, User Interface, User Experience, Distinctive Indonesian Products.*