INTRODUCTION

Tourism is a sector that contributes to the economic development of a country. One of the aspects is cultural diversity in the tourism sector, which attracts tourists. Tourists interested in the local tourism sector can drive the development of the region and enhance tourism in Indonesia (Adiyanto & Supriatna, 2019).

Lebak Regency is one of the administrative regions in Banten Province that has attractive and worth-visiting tourism potential. Lebak Regency offers various tourist attractions, including cultural tourism, which is a form of tourism that showcases the richness and uniqueness of a place's culture, also known as ecotourism (Sabilla et al., 2020). According to The International Ecotourism Society (International Ecotourism Society, 2015),ecotourism is a type of travel that takes place in areas with pristine natural environments, while respecting the cultural and natural heritage, supporting conservation efforts, avoiding negative impacts, and providing sustainable social and economic benefits, including involving local participation. One of the ecotourism destinations in Lebak Regency is the Baduy Tribe tourism, which has its own uniqueness and allure.

The Baduy tribe is a part of the Sundanese indigenous community residing in the remote region of Lebak, Banten. The Baduy tribe is renowned for their unique culture and traditions, which they have preserved for centuries. Despite technological advancements and changing times, the Baduy tribe remains committed to their traditional way of life and adheres to customary rules (Afiyanti et al., 2018).The uniqueness found within the Baduy tribe should be preserved by developing the tourism sector to make it known to a wider audience.

Based on an interview conducted on November 16, 2022, with a representative from the Department of Culture and Tourism of Lebak Regency, the author proposed a plan to design the user interface of the Baduy Tribe Ecotourism website and obtained permission to proceed with the design. After submitting the research title, the Department of Culture and Tourism of Lebak Regency expressed their hope that the proposed design would include comprehensive and easily accessible information media, allowing Baduy Tribe Ecotourism to be widely recognized. One effective way to promote Baduy Tribe Ecotourism is using a website. Currently, there are no official information media available for Baduy Tribe Ecotourism. Therefore, the development of information media, such as a website, is necessary to meet the marketing needs of the tourism industry in the area.

By designing the user interface for the Baduy Tribe Ecotourism website, it is expected to help promote the tourism sector of Lebak Regency to a wider audience and compete with tourism in other regions. To attract visitors, visual support on the website is necessary. This research aims to develop a user interface for the Baduy Tribe Ecotourism website using the User-Centered Design (UCD) method. The selection of the UCD method aims to fulfill user needs for information related to Baduy Tribe Ecotourism. The research also includes testing the developed prototype using the System Usability Scale (SUS) and Single Ease Question (SEQ) methods to measure the level of usability. According to (Rasmila, 2018), the System Usability Scale is a testing tool that consists of 10 questions to measure the effectiveness, efficiency, and user satisfaction with a product and does not require a large sample size. On the other hand, according to (Sauro & Lewis, 2016), SEQ is a testing method that contains 1 question with a rating scale from 1 to 7 related to the given task, and the process is conducted by participants after using the product. Therefore, with the implementation of the User-Centered Design (UCD) method for the user interface design of the Ekowisata Suku Baduy website and the testing of the created prototype, it is expected to provide a well-designed user interface that meets user needs, ensuring usability elements, and ensuring that the designed features function properly.

*name of corresponding author