

## **ABSTRACT**

*The background of this research is based on the issue of limited local payment options and inadequate interaction features on existing art e-commerce platforms. The main problem identified is the difficulty users face in conducting transactions due to the limited payment methods and the lack of interaction features such as chat panels and rating systems. This research aims to design and develop an e-commerce platform that is more suitable for users in Indonesia, focusing on improving the limitations of current payment methods and functionalities. The objective of this research is to design and develop an e-commerce platform that is better suited for users in Indonesia, with a focus on addressing the limitations of existing payment methods and functionalities. The data collection methods consist of observation, interviews, questionnaires, and literature studies. The data analysis methods use visual analysis and comparison matrices. The medium created in this research is the UI/UX design of an e-commerce website for Vtuber artists, equipped with adequate features to meet the needs of users and freelance artists. The comprehensive and in-depth research and design have resulted in the "VCreate" Vtuber e-commerce website, which will help address the issues faced by Vtubers in Indonesia, such as the ease of obtaining local and international payment methods, the need for direct communication features that remain anonymous, and secure transactions that protect privacy. This website provides complete information about artists, such as portfolios and reviews, which assist Vtubers in making decisions.*

*Keywords: E-Commerce, Vtuber, Visual Communication Design.*