ABSTRACT

In this digital era, maintaining a neat and attractive appearance has become a daily necessity, with makeup as its complement. The creative industry, particularly photography and videography, is rapidly advancing due to new media platforms and the demand for high-quality visual content. Awareness of appearance, supported by technology, creates business opportunities in the service sector. The Makeover.id application offers a web-based solution that connects makeup, photoshoot, and videoshoot service providers with customers, facilitating promotion, booking, product management, and transactions. Makeover.id supports MUAs with a structured and professional platform. In this internship, the author focuses on improving the user interface (UI) design of Makeover.id to enhance user experience and efficiency using the User Centered Design (UCD) method.

Keywords: Makeup, Photography, Videography, User Interface