

ABSTRACT

Art exhibitions refer to the platform for artists to showcase their creations and also convey messages, share insights and present innovative concepts for their audience. In the digital age of the present time, the widespread availability of affordable technology in Indonesia has led to social media becoming one of the nation's most popular online activities. This has contributed to the rise of a phenomenon referred to as 'social media-centred behaviours,' wherein in the context of art exhibitions, individuals place greater importance on capturing and sharing their experiences rather than appreciating arts in a more genuine manner. As a result, social media has become a powerful tool that has left a significant impact in the transformation on the way individuals interact with art and exhibitions. Addressing this phenomenon through research aims to compile insights and seek entertaining strategies to uplift visitors to form an interest through explorations and participations, which will be done by designing the UI/UX for a mobile application interface in the form of a prototype to encourage art appreciation for visitors, specifically focusing on younger individuals. This research can be done through analysing and utilising data acquired from mixed methods namely observations, interviews, literature reviews as well as similar media analysis and design thinking. The benefit of the mobile application is the provision of participatory features and contents that visitors can use to engage with the artworks within the exhibition in order to keep them immersed with the activity for an enhanced participation. Additionally, the interface will be user-friendly with components and visuals that align with the aesthetics preferred by the target audience.

Keywords: Mobile Application, User Interface (UI) Design, User Experience (UX) Design, Art Exhibition