ABSTRACT

Sajuta Janjang is a tourist attraction located at the foot of Mount Singgalang, Agam Regency, West Sumatra. The construction of Sajuta Janjang initially aimed to make it easier for community members to reach the top of Mount Singgalang. The natural beauty around Sajuta Janjang attracted many tourists, reaching its peak in 2019. However, since 2020, tourist visits have decreased, which became more drastic in 2022, due to the pandemic outbreak, the eruption of Mount Marapi, and the lack of government efforts in management. This design focuses on introducing Sajuta Janjang tourism by offering one solution in the form of designing a good user interface (UI) and user experience (UX) puzzle game to be right on target. The data is mixed with the methodology of literature study, observation, interviews, surveys, and similar works. The data analysis used includes SWOT analysis, graph analysis, content analysis, and comparison analysis. Thus, the design of UI and UX in this puzzle game is expected to be an effective information media for parents and children, so as to increase tourist visits to Sajuta Janjang again..

Key Words : User Interface, User Experience, UI, UX, Game, Puzzle, Sajuta Janjang, Tourist Attraction