

Abstract

The Script of Batak Toba is the cultural heritage of Nusantara. Public access to Toba Batak script is very lacking. One of the public's accesses is which was introduced to students in 4-6 grades of elementary school. Media literacy learning school against the script of Batak Toba as inadequate books and school study time is 2 hours in one week resulted their batak's script abilities are still lacking. By using Smartphone for Introduces Batak Toba script Application that are more interesting and fun and easy to access by students so students can get to know and understand the Batak Tobas script. The User Interface modeling Application applies the User Centered Design (UCD) method by making users the center of the application development process. The QUIM method is used to test Usability levels. Application Introduction to Toba Batak characters. Using QUIM, the results of testing 1 were obtained with a percentage of 80.34%. Then improvements are made to the factors that are still low or that can be repaired. On the results of testing 2 usability factors, QUIM obtained 83.45% percentage results. This shows that children are very satisfied using the application. So that it can produce a better model and can be used as a guide and foundation in designing a user interface.

Keywords: *User Interface, User Centered Design, Batak Toba script, Quality in Use Integrated Measurement, smartphone*