

## **ABSTRACT**

This research focuses on designing an effective interaction design for Python-based programming learning media, using the User Centered Design (UCD) Method. UCD is an approach that puts users at the center of the design process, ensuring the resulting product matches their needs and preferences. In this research, user needs analysis will be conducted to identify user profiles, problems faced in learning, as well as interface preferences. Next, the design of the learning media prototype will be carried out by considering the users' needs and characteristics. An iterative evaluation process will be applied to collect continuous user feedback and improve the design to make it more effective and relevant.

**Keywords:** Interaction Design, Learning Media, Python Programming, User Centered Design (UCD), Prototype, Iterative Evaluation.