

Abstract

Banyumas Regency has many tourist destinations. Nature tourism is one of the main attractions favored by the Banyumas Regency government, because the pristine beauty of nature is the main attraction. According to Central Java Province tourism statistics data, in 2021 the number of tourists visiting Banyumas Regency has decreased quite drastically from the previous year. This research aims to recreate the user interface on the Banyumas Regency Youth, Sports, Culture and Tourism Department website. By using the user centered design (UCD) method, where the redesign of the user interface focuses on the needs of website users. From the results of the observations carried out, researchers found that the visual display was disorganized and the use of colors that were too contrasting and the results of interviews conducted with several tourists and website users complained that the visual display was less attractive, there was a lack of features that could help users meet their needs when opening the website, and the content displayed was less informative. It is hoped that this user interface redesign will be able to provide solutions to the problems of website users, because the Banyumas Regency Youth, Sports, Culture and Tourism Department website is one of the media that the public can use to become an integrated source of information related to tourism and culture in Banyumas Regency.

Keywords : *Tourism, Culture, User interface, Website, User centered design, Banyumas Regency*