

ABSTRACT

Information technology holds a strategic role in supporting the management and dissemination of cultural and artistic information in the digital era. The Presidential Palace of the Republic of Indonesia preserves various collections of art objects with significant historical and aesthetic value, which serve as an important part of the nation's identity. However, the internal application currently used to manage these collections still faces several challenges, particularly in terms of User Interface (UI) design and User Experience (UX), which hinder navigation efficiency and increase the risk of data recording errors. To address these issues, a web-based application called ASTINA (Aplikasi Seni Istana Kepresidenan) was developed, applying the principles of User Centered Design (UCD) to produce an attractive interface design and optimal user experience. ASTINA focuses on centralized data management, inventory control, collection mutation tracking, and supports conservation activities through integrated maintenance and restoration data, with its use limited to the internal collection management team. This project is restricted to designing the visual interface of the web-based application without including database design and other technical documentation. The final outcome of this design is expected to produce an application that is easy to use, aligns with the needs of the management team, and contributes to the sustainable preservation of the nation's cultural heritage.

Keywords: User interface (UI), user experience (UX), User Centered Design (UCD)