

Digital Batik Museum Website Design Using User Centred Design (UCD) Method

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Abstract

At present the use of batik is more focused as a fashion that has unique motifs with high artistic value. But the history of batik is not widely known by the public because of the difficulty of getting clear information about the meaning of a batik motif. So in this study the authors propose to create a digital batik museum website design using the User Centred Design method that is focused on the user with persona tools as a support. The results of this design are expected to help the user in learning information about batik.

Introduction

With the rapid development of the era, one of them is information technology, now information can be easily accessed by anyone. This is also supported by the enthusiasm of the declining community in learning information about the museum. According to states that in general the museum has three roles in society. First, ensuring the care and conservation of cultural heritage. Second, provide support to educational institutions, provide facilities for learning activities, cultural activities and third, build identity in the location where they are.

The authors focus on the millennial generation as a user. Based on the results of a survey conducted by the Indonesian Internet Service Providers Association in 2018, shows that internet users are dominated by millennial generation. So, this makes the writer create a digital batik museum website design that focuses on the millennial generation.

At present the use of batik is more focused as a fashion that has unique motifs with high artistic value. But the history of batik is not widely known by the public because of the difficulty of getting clear information about the meaning of a batik motif. Basically, every region in Indonesia has different batik elements with distinctive meaning and history. Besides this innovation in digital technology will be another option in providing education in the process of making batik for children.

From the problems above, a User Centered Design (UCD) method is needed in designing the Digital Batik Museum Website. By gathering user opinions, patterns and user behavior. The purpose of this UCD method is to assist users in using the system and find out the functions of the existing system. The UCD method will involve potential users from the initial phase of development so that potential users can provide suggestions on the system prototype that was created. The result of designing Digital Batik Museum Website can produce a display and functionality that suits the needs of users.

Specify User Requirements

At this stage the author will make a front-end website design for the Digital Batik Museum which will display a collection of batik motifs and display to upload batik motifs in knowing the similarity to the collection at the Digital Batik Museum.

Design Solutions

At this stage the front-end website design solution for Batik Digital Museum is divided into several features, namely: Home page, Upload page, Collection page, Detail Collection page, About page and Contact page. The challenge in developing technology is that it can be used and accepted by users so that to overcome this it requires direct user involvement during the design process.

Evaluate Against Requirement

In the evaluation phase, users can provide input from the results of the prototype design of the front end system that has been made. Suggestions from users become input for writers in making improvements to the design of the Digital Batik Museum front end website to be even better.

Conclusion

In this study we made the design of a digital batik museum website with user centered design methods and persona tools. Persona is used to identify user needs for digital batik museum websites. This study aims to create a website design that is focused on the user so that the features contained in the design of this website in accordance with user needs. This research can also be continued by developing the Digital Batik Museum website so that it can be used by users