ABSTRACT

DESIGNING PROTOTYPE MOBILE APPLICATION CULINARY

TASIKMALAYA

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Tasikmalaya city is one of the cities in the province of West Java, Indonesia. Along with the times and lifestyle changes in Tasikmalaya city inhabited by a diverse population, make Tasikmalaya city has a special attraction for people outside the city tasikmalaya. It had the potential in the field of tourism, including eco-tourism, crafts, shopping, religious tourism, art and culture, and culinary tours. but there is still a lack of media information that can support the advancement of culinary tourism in Tasikmalaya, the required information media was efficient in terms of costs and time that Mobile Application.

To answer the above problems, the authors tried to obtain the required data through observation, literature, and comparative analysis matrix. After data collection and analysis, it is known that the media takes a practical and efficient information in order to facilitate the foodies, especially tourists to find information about places of culinary in Tasikmalaya.

Visual Concepts Mobile Applications Culinary Tasikmalaya using dominant colors green, green color itself symbolizes fertility, prosperity, growth, friendship, and stimulate creativity. User experience is also designed to allow users to search for culinary place in Tasikmalaya nearest location by adding features that will be linked directly with Google Maps. In designing the authors hope to assist and facilitate foodies, especially tourists to find information about where culinary in Tasikmalaya.

Keywords: Applications, Mobile, Smartphone, Culinary, Tasikmalaya