

## **ABSTRACT**

### **MOBILE TOURISM APPLICATION DESIGN OF LINTING LAKE**

#### **IN NORTH SUMATRA**

*North Sumatra province is known to have a variety of interesting and beautiful natural attractions. Not only Danau Toba, a famous lake as the largest volcanic lake in the world, North Sumatra also has many other tourist attractions that also fascinating and deserves to be explored by the local and foreign tourists. One of the places in North Sumatra and a charming addition to Danau Toba is Danau Linting. Danau Linting is a unique lake. In contrast to other lakes, Danau Linting has some privileges. Privileged contained in Danau Linting lies in water temperatures because it contains sulfur, making it useful for skin health. But the disadvantage that the lake is the lake is still rarely visited by tourists. The obstacles that hinder the development of the Danau Linting is the absence of media information and media campaigns, such as mobile applications that can introduce and facilitate the public and tourists to know the natural attractions.*

*Qualitative method to approach a symbol of the four is the method that used in the design of mobile applications attraction Danau Linting. For data collection method used was by observation, literature study, interviews, and questionnaires. For analysis using the analysis S.W.O.T. so that mobile applications can be made effectively becomes a medium of information and promotion, so that Danau Linting better known by tourists.*

*The expected design of mobile applications for Danau Linting can increase the number of tourists visiting the North Sumatra and Danau Linting can be become one of the attractions are relied upon in the development of tourism in North Sumatra.*

*Keywords: Danau Linting's Attraction, Media Information and Promotion, Mobile Application.*