

MOBILE APPLICATION DESIGN AS INFORMATION MEDIA FOR UKM WARGAASIH, BANDUNG BARAT DISTRICT

*(Perancangan Aplikasi Mobile Sebagai Media Informasi Ukm Wargaasih
Kabupaten Bandung Barat)*

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ABSTRACT

Home Industries Warga Asih is one of the dairy farmer farmer groups in the Cisarua area of West Bandung Regency, which focuses on innovating processed cow's milk which is made into various kinds of souvenirs from Cisarua which are marketed to some souvenir center outlets in Cisarua. and in several cities such as Subang, Tasikmalaya and Jakarta.

The methods used in data collection were observation, interviews, literature studies, data analysis and designing Business Model Canvas for the Asih Citizens' business concept, after the collection and analysis was carried out on the Home Industries Warga Asih namely Ms. Nunung Asmanah as the manager, it was known that Home Industries Warga Asih who need mobile applications that are trending in the present era as information and promotion media, from Home Industries and from their products so that they can deliver Home Industries and product information in more detail. With this media mobile application that aims to increase consumer buying interest and can promote Home Industries to a wider audience.

The concept of designing this application uses blue color elements with other colors and combined with other objects. Media application that is also supported by various kinds of social media and promotional media such as Name Cards, X-Banner, Posters, Packaging QR Code and Sticker. In this design, the author hopes to help Asih Citizens Home Industries to introduce their Brands and products to consumers and potential customers while increasing sales of the Dairy Cow Farmers of Home Industries Warga Asih.

Keywords: User Interface, Home Industries Warga Asih, dairy products, media applications