

ABSTRACT

Tourism, in general, is an inseparable part of human life, has an important role in supporting the economy in an area. Rinjani Lombok Geopark which is included in the 4 Geoparks that have been recognized by UNESCO in Indonesia, have problem where there are still people who do not recognize Rinjani Lombok Geopark, this is due to the lack of information about Rinjani Lombok Geopark and the absence of a special platform to provide complete information about the Geopark itself. From these problems emerged an idea to designing an application as an information media for Rinjani Lombok Geopark. The methods that are use in this design included; literature study methods, interviews, questionnaires, observations, and comparative matrix analysis methods. This design produces an application that provides an interesting experience and conveys complete information about Rinjani Lombok Geopark both in terms of history, culture and also tourist destination. It is hoped that this application can help tourists to access information, experiencing, navigating and to better recognize Rinjani Lombok Geopark.

Keywords: application, information media, geopark, tourist destination, experience.