

ABSTRACT

APPLICATION DESIGN FOR COFFEE SHOP'S MAP IN BANDUNG

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Bandung is a destination city for tourists both domestic and international, and is also full of students to carry out their studies which can be seen from the many campuses such as ITB, Unpad, Unpar, Maranatha, Telkom University, and others. Many advanced businesses in the city of Bandung, including culinary business. In the culinary business there is also a lifestyle called hangout or hangout which is usually done in a comfortable place like a coffee shop. However, information about coffee shops in the city of Bandung is not yet available properly, which has hampered entrepreneurs in marketing and sales. For data collection, sources collected come from the results of in-depth interviews with experts, the results of questionnaires given to students and customers, and visual observations. In this study it was concluded that needed information media in accordance with the interests of students and customers in marketing efforts for coffee shop entrepreneurs. The results of this design are focused on applications that facilitate current student trends in choosing a coffee shop. This application will help the entrepreneur in increasing marketing and connecting the target audience through coffee shop information that suits your needs.

Keywords : Mobile Apps, Bandung Coffee Shop, Media, Facility