ABSTRACT

In recent years, South Korea has become one of the trends favoured by the public. The Korean Wave, or Hallyu phenomenon, is a form of South Korean culture that has spread globally since 1990 and entered Indonesia around the 2000s. With the Korean Wave or Hallyu phenomenon, South Korea is increasingly visited by tourists. Therefore, the South Korean government is increasingly aggressively developing the tourism sector to attract foreign tourists, including Muslim tourists, to visit South Korea. With this, the researchers researched the user interface design for the Halal Tourism application. Halal Tourism is a mobile-based application that provides information for Muslim tourists who are still confused about the situation in South Korea. This research implements the design thinking method. The design thinking method is divided into six stages: empathize, define, ideate, prototyping, testing and implementation. The research method is data on Indonesian Muslim Muslim people who have visited South Korea in the last five years by distributing and direct interviews. For testing, researchers tested the Halal Tourism application design using qualitative testing and quantitative usability testing. The researchers used the Maze and Mius Testing methods for quantitative usability testing and the System Usability Scale (SUS). The researchers made a qualitative usability test using the interview method, which aims to get feedback on the results of the prototype.

Keywords: *Halal Tourism Application, Design Thinking, Evaluation, User Interface, User Experience*