

ABSTRACT

Indonesia is one of the countries that has a diverse potential for tourist destinations in terms of culture and ethnic groups, which makes each region in Indonesia have its own tourism potential. One area in Indonesia that has such tourism potential is Bali. Because of this potential, many tourists, both local and international, come to Bali. Tourist attractions in Bali are well known to the tourists who visit, but this also causes some other tourist attractions in Bali to be less highlighted. Some of the tourists who come are backpackers because not all tourists have a high budget for traveling. These backpacker tourists encounter problems during their journey when visiting a place. This research aims to help and address the issues faced by backpackers, especially those who come to Bali, through the design of a mobile application using the Design Thinking method. This research will be conducted using a combination of research methods, where data will be obtained from observations, interviews with relevant parties (backpackers and tourism experts), and questionnaires targeting young people interested in backpacking and tourism. The solution of designing a mobile application is a suitable solution for this problem because of its flexible and modern nature. It is hoped that this design will be able to address the issues experienced by backpackers and assist them during their journey.

Keywords : *Mobile Application, Design Thinking, UI / UX, Backpacker, Bali.*