

ABSTRACT

Jakarta faces significant challenges in managing food waste, with a lot of food being discarded. The lack of education about proper food management food exacerbates this issue. This research aims to design a mobile application to minimize food waste in Jakarta, focusing on users aged 26-40 in Jakarta. The research method used is qualitative, with data collected through interviews, questionnaires, and literature studies. Interviews were conducted to understand user perspectives and needs. Questionnaires gathered data on people's habits and knowledge about food waste. Literature studies delved into theories related to visual communication design, user interface, and user experience. Data analysis was conducted thematically to identify patterns and user needs. This research shows that the application design can be a solution to minimize food waste in Jakarta. The application has three main features: education, donation, and leftover food sales. The education feature provides information on correctly storing, processing, and consuming food. The donation feature facilitates the distribution of consumable food to those in need. The sales feature provides a platform for food business owners to sell leftover food that is still consumable. This research is expected to offer an innovative solution to tackle the food waste problem in Jakarta and raise public awareness and participation in sustainable food management, with the ultimate goal of reducing food waste in landfills and lowering hunger rates in Jakarta.

Keywords: food waste, mobile application, public education, food donation.