

ABSTRACT

The growth of the digital photography industry, both globally and nationally, has significantly encouraged creative economy players in the wedding photography sector in Bandung Regency to improve work efficiency and competitiveness. However, many photographers still rely on separate platforms such as Instagram and WhatsApp for promotion and communication, which can lead to management errors, inefficiency, and reduced productivity. Based on observational data, interviews, and questionnaires, photographers need an integrated platform to manage schedules, work, clients, and payments in one system. This study designed a mobile application UI based on a visual communication design approach with design thinking methods, aimed at wedding photographers aged 26-34 in Bandung Regency. This application has features for communication, work management, promotion, community, and trend references, making it easier and more efficient. Through prototyping this application, it is hoped that it can improve operational efficiency, enhance professional image, and support cultural preservation through wedding documentation. This solution addresses the challenges photographers face in the increasingly competitive and rapidly changing digital era.

Keywords: *wedding photographer, mobile application UI, integrated platform*