

ABSTRACT

This research and design discuss' Muslim Middle Class and understands the needs of specific social groups in Indonesia. Based on the background of this research and design, the number of Muslims who are the largest religion population in Indonesia is 87.18% according to the 2010 population census and which is the largest in the world which naturally forms social class group, namely lower, middle and upper class. With the growth of cities in Indonesia, between urban areas and the formation of social classes among Muslim or Muslimah population, the growth of this social group has sped up in the middle class called Middle Class Muslims, this group needs special and holistic needs, "Muslim Middle Class" even though they require almost the same needs just like ordinary social class, their needs also have a value of religiosity in addition to purchasing power as same as middle class in general, which has an expenditure around \$ 2 to \$ 20 per capita per day. However, with the development of technology and shopping on the Internet or Marketplace, there is no practical shopping facility or such a marketplace application that can meet the needs of Muslim Middle Class.

The research method used in this research and design was interviewing one of the Middle Class Muslimah who had a direct impact on this phenomenon and spread questionnaires on social media. And for the analytical method in this design taken from existing materials or discussions that will be compared with the solutions that will be obtained from this study and use SWOT analysis.

The results of this research and design are expected to fulfill and be a solution to the needs of Muslimah Middle Class who must be approved and the benefits to be obtained can be useful in the Middle-Class Muslim group.

Keywords: Middle Class Muslim, Application, Marketplace