

ABSTRACT

National Gallery of Indonesia is one of the tourism destinations in Central Jakarta and is central to the development of the arts in Indonesia. Until now, each year, the visitor's galleries are experiencing a growth in the number of visitors, with the dominance of the greatest is the younger generation who are interested in art and culture. National Gallery of Indonesia using social media such as websites, Facebook, and Instagram as media promotion and information center on the activities that are taking place in Gallery.

Based on the results of observation and interview data shows that the visitors of the gallery was interested to go to the ongoing event in the National Gallery of Indonesia because the Photo Gallery visitors see the content in social media. View of the phenomenon, the head of the National Gallery of Indonesia, Steadfast Andre Sukmana, States will hold an increase against the previous information media using the media website become an Android-based mobile application. It aims to facilitate the granting of the latest information and provide a user experience more comfortable and enjoyable.

Methods used in the design of mobile application design is a method of matrix analysis, that compares two or more dimensions with different way read. In addition, data retrieval is done through literature study, observation and documentation, interviews and questionnaire the visitor on the ground and the owner of the project (National Gallery of Indonesia).

Mobile applications are designed to have a good event information features which are already and will be taking place in Gallery. In addition, the application is given a feature that able to show the existence of an appreciation of the visitors towards the works of artists that are exhibited at the National Gallery of Indonesia. And there are other innovations from this application, namely that the application has a more attractive user experience with the interactive games that can become entertainment for visitors gallery.

Keywords: *The National Gallery of Indonesia, information media, mobile application, android application*