

## ABSTRACT

### *DESIGNING MOBILE APPLICATION PROTOTYPE AND BUSINESS MODEL FOR BUYING SOUVENIRS IN BANDUNG*

*In 2018, Disbupdar of Bandung City targets tourist visits around 7.5 million people. This is a big opportunity for local people of Bandung. And also, this could be a driving force for the local economy development. Various types of Bandung souvenirs and food can be a problems for tourists who have limited time to buy souvenirs. With the development of technology and Internet, this can overcome the problems. Currently, The statistic of internet users on mobile device in Indonesia is 63.1 millions people, they use internet through their smartphones. Because of that author choose the mobile platforms. Based on this phenomenon, as an author I will make a mobile application design prototype for buying and ordering souvenirs of Bandung through observations, interviews, literature studies and analysis. This mobile application was expected to make sure that the tourist feel easier to buy souvenirs in Bandung. This also could be a bridge between the local UKM with Bandung potential market.*

*Keywords:* prototype, mobile, application, souvenir, bandung