

ABSTRACT

The rapid progress of technology in the era of industrial revolution 4.0 currently provides many benefits to various aspects of our lives. Technological developments in the era of industrial revolution 4.0 also have a huge influence on the economy, especially in small medium enterprises (SME). Small medium enterprise sector is take a major role in economic development in Indonesia. Problems that often escape the attention of SME are their lack of awareness of the importance of branding for their business. The method of collecting data uses interview method, observation, literature review and also using AISAS analysis. Design media created is a mobile application user interface as one of the media to make it easier for SME to get branding for their businesses.

Keywords: Small Medium Enterprise, User Interface, Mobile Application.