

ABSTRACT

Zoo is one of the main tourist attraction in the city. It is an easily accessible public recreation option. Zoos are often a means of recreation and entertainment during leisure time after workday, as well as a means of family vacation. Apart from being a means of entertainment, zoos also provide educational benefits regarding animal diversity. One of the biggest zoo in Bandung is Lembang Park & Zoo. However, access to zoo information in physical form is ineffective. Various reasons such as the impractical size of the physical map and the information board used by many people, so that the information cannot be conveyed properly. Therefore, it is necessary to have information in digital form that can be owned by every visitors, namely through the design of Lembang Park & Zoo application. In designing Lembang Park & Zoo application, the method used is observation method of the zoo environment, literature study of several articles and related journals, questionnaires to correspondents, and interviews with related sources. The theories used are visual communication design theory, tourism theory, application design theory, and visual design theory. Based on the results of observation, interviews, questionnaires, and visual comparison matrix analysis, Lembang Park & Zoo mobile application will be designed, which aims to help deliver educational content about animal at Lembang Park & Zoo as well as a digital tour guide for tourists.

Keywords : *Application, Mobile App, Zoo*