

ABSTRACT

Globalization and technological advances provide many changes that have an impact on people's lives, such as parenting, as an important factor in moral education in children. Lack of understanding of parenting and moral education in children can lead to moral degradation that will have negative consequences in the future. This study aims to describe the design of UI/UX mobile apps as a medium that can help parents in providing moral education to children. The results of the study are expected to optimize parenting and moral education provided by parents to children at home. This research uses qualitative research methods as a lens method in applying design thinking methods to design. Qualitative research is carried out with the stages of problem identification, literature review, setting research objectives, data collection, interpretation, and reporting. Data is carried out by observation, interviews, and observations of similar objects. The results of the initial research will be the basis for design carried out using the design thinking method, namely through the stages of empathize, define, ideate, Prototype, and test. The application of these two methods will be useful in better understanding how to design the right media for the target audience to help solve their problems. Therefore, it is hoped that the message about the importance of moral education for children can be conveyed properly through applications that are designed based on research that has been carried out using the design thinking method.

Keywords: *Mobile Apps, UI/UX, Design Thinking, Children's Moral Education*