

## ABSTRACT

“M-COMMERCE PROTOTYPE DESIGN FOR UD.DJAYA COFFEE”

by : Muhamad Aqil Zufar

1601204225

M-Commerce, or Mobile Commerce, is the buying and selling of goods and services through mobile devices such as smartphones. M-Commerce offers digital innovation that enhances customer experience by providing alternative services. UD.Djaya Coffee, a coffee company based in Bogor and established in 2020, has leveraged digitalization to introduce, promote, and build their brand. This study aims to design an M-Commerce prototype for UD.Djaya Coffee to improve customer service from ordering to payment while maintaining their brand identity and character. Data collection for this study was conducted through interviews, questionnaires, observations, and literature reviews, using a Design Thinking approach. The data obtained from these methods were processed and developed into an M-Commerce prototype. The selection of M-Commerce as the medium is based on the analysis of phenomena and problems faced by UD.Djaya Coffee. The result of this study is an M-Commerce prototype that is expected to enhance operational efficiency and customer experience for UD.Djaya Coffee by providing better and more responsive service to customer needs.

**Keyword :** *M-commerce , Digitalization, Media, Services, UD.Djaya Coffee.*