

ABSTRACT

Blitar Regency is known as one of the centers of broiler chicken farming in Indonesia. Despite the scale of the industry, farmers still face various challenges, including price fluctuations, dependence on intermediaries, and limited access to markets and distribution channels. This study aims to propose a design-based solution to address these issues. The framework used in this research is the design thinking method, which consists of the stages: empathize, define, ideate, prototype, and test. Data collection was carried out through observation, interviews, questionnaires, and literature study. The collected data were analyzed using comparison matrices, user personas, empathy maps, user journeys, and the business model canvas. The results indicate that a mobile-based digital platform can serve as an innovative solution by directly connecting broiler chicken farmers with consumers through a business-to-consumer model. The designed mobile app prototype was tested through usability testing and showed that its features, navigation, and visual design were well received by users, indicating that the solution is feasible for implementation in the digital distribution of broiler chickens.

Keywords: *Business to Consumer, Design Thinking, Mobile Apps, Broiler Chicken Farmers.*