

ABSTRACT

DESIGNING MOBILE APPLICATION AS INFORMATION MEDIA OF BANK INDONESIA

By: Gilang Ananda Sugianto

NIM: 1401110377

Bank Indonesia is one of many central banks in the world and the only one in Indonesia, which has the duty and authority among other maintain rupiah stability or maintaining the stability of the financial system. In carrying out its duties and functions, in order to effectively run Bank Indonesia needs to work together with the community. But according to data taken from the official website of Bank Indonesia is still quite a lot of circulation of counterfeit money plus, society is still quite difficult to understand and obtain certain information from Bank Indonesia. Although Bank Indonesia has various information media, but still there is a difference with what the community needs with what is provided by Bank Indonesia. Economic development was not separated from today's technological advances which smartphone technology becomes one of the most popular and became one of the media to get the latest information and can be accessed from anywhere.

From description above designing mobile applications Bank Indonesia as a medium that can facilitate the delivery of information is one of a kind solution. Using methods such as observation with a similar product, literature study, questionnaires, and interviews with analysis of the data matrix analysis.

The result is to create mobile applications with user interface and user experience is good in order to facilitate the public to obtain and understand the information provided by Bank Indonesia so that the cooperation between the public and Bank Indonesia to advance the nation's economy is getting better.

Keywords: Bank Indonesia, Mobile Applications, User Interface, User Experience