ABSTRACT

MOBILE APP PROTOTYPE DESIGN OF AREAKERJA.COM

By :

Muhammad Rizqi Ananda

1601184240

According to data from the Central Statistics Agency, the open unemployment rate during the COVID pandemic began to increase rapidly in the second semester of 2020 and has not decreased until now, which means that there are still many unemployed people, especially young people ranging from vocational / high school graduates to college students due to a large number of unemployed. companies that suffer losses resulting in layoffs, limiting the number of employees and ultimately reducing employment. One of the job vacancies portals in Yogyakarta called Areakerja.com owned by Seven Inc. happened to have the goal of minimizing existing unemployment by opening their version of the job vacancy portal, but this site is no longer functioning and neglected because it has many visual deficiencies and features. This study aims to take advantage of this opportunity by improving Areakerja.com into a newer design that is certainly suitable for young people. In the design process, the data collection methods used are literature study, observation, interviews, and questionnaires. Areakarya.com will be designed in the form of a mobile application with a minimalist design and equipped with apply and recruit features, chat, online interviews, staff evaluation and job training programs to improve the quality of young workers' human resources.

Keyword : Job Vacancies, Mobile Apps, User Experience, User Interface.