

ABSTRACT

The construction services industry, which includes the development, renovation, repair, and maintenance of infrastructure, continues to grow rapidly. However, the public often faces difficulties in finding reliable craftsmen who meet their needs due to a lack of information and non-transparent service costs. People typically rely on recommendations from friends or family to find a craftsman, while craftsmen themselves struggle to promote their services effectively. This research aims to design an application that makes it easier for users to find qualified and reliable craftsmen. The approach used is Design Thinking, which focuses on a deep understanding of users' needs through an empathy process. Data is collected through observations, interviews, and questionnaires, as well as customer journey, user personas, and empathy maps. This application is expected to expand craftsmen's promotional reach, make it easier for the public to access craftsmen's services, support local economic growth, and contribute to sustainable development, particularly in the areas of decent work and economic growth (SDG 8), as well as industry, innovation, and infrastructure (SDG 9). Through this research, it is hoped that an efficient and easily accessible platform can be developed.

Keywords: *Application, Construction Services, Craftsmen, Design Thinking*