

ABSTRACT

UI/UX DESIGN IN TWEEDE APPLICATION USING THINKING DESIGN METHOD

By

Bayu Aji Triatmojo Rosito

19102181

An independent campus is a government policy that gives students the freedom to study at public and private universities. The goal with the existence of an independent campus is to increase the competence of graduates of soft skills and hard skills so that they are more ready to meet the needs of the times as well as preparation for the cadre of future leaders of the nation who have superior and personality. The independent campus program is expected to be a solution related to the challenges of higher education in producing graduates who are in accordance with the times, Science Technology (IPTEK), and Knowledge of the Business World and the Industrial World (DU/DI). Certified Independent Study and Internship (MSIB) is a program formed by Merdeka Learn Campus Merdeka (MBKM) with various corporate partners. Binar Academy is an education technology (edutech) startup that focuses on developing digital skills and talents where one of the activities of MSIB is UI/UX Research and Design Course from Binar Academy. The ultimate goal of Binar Academy is to design a good application and be given certification according to interest in learning technology skills and soft skills needed for the workplace and to be successful in the industrial era 4.0.

Keywords: independent campus; MSIB; MBKM; binary academy; UI/UX Design