

CHAPTER 1

INTRODUCTION

1.1 Background

Mobile application is the essential software on a smartphone device that is designed in such a way to help and ease human activities. One of the actual implementations of the media is the Presisi Polri Super App issued by Polri to improve its services to the public. The National Police of the Republic of Indonesia, known by the public with the term Polri is a government institution that engages in the field of security, protection, and law enforcement which is regulated under the Indonesian law UU Number 2 Article 2 of 2002. Hence, the Presisi Polri Super App contains features to support the police in providing services and protecting the community.

Polri is aware that development is vital, especially in the shifting period towards a digital era. However, the main features that play an essential role in the Presisi Polri Super App, the emergency aspect, which is the map of vulnerable location, do not run optimally as it is not designed effectively, equipped with an unoptimal functionality. Furthermore, A survey conducted by the author concludes that the public felt dissatisfaction and the need for mobile application development, both in terms of visuals and features, to accommodate flaws. Additionally, there is a need for future development as Polri aims to integrate with other institutions to answer Polri's challenge to overcome the shift towards a digital era.

The Presisi Polri Super App has an urgency to be redesigned to increase its role and function. In creating a design, the designer has the task of overcoming practical and theoretical problems with the design (Bestley & Noble, 2016). Users not only see the beauty of a visual but also an effortless experience and smart design with an effective interface and design (Kumar, 2019). Design is undeniably an essential aspect of an application as it is an actual visual embodiment that users first see. However, a design that only covers stunning visuals is insufficient to suffocate

users' problems. The Presisi Polri Super App has a vast potential to help the community and would be unavailing if left with no significant update.

All in all, the author senses the need to redesign the UI/UX of the Presisi vPolri Super App. The application, which will be redesigned, is expected to ease the public by its developed features and services.

1.2 Problem Statement

The author determines the problem statement based on the background is the need to provide an improved UI/UX of the Presisi Polri Super App.

1.3 Scope of Problem

The author determines the target audience based on the background and problem statement with the scope of problem as the following:

1. Demographic

- a. Age : 18 – 25 Years Old

The age group selection is based on the information from Polri that crimes and accidents can happen anytime and anywhere. However, information can be mapped that accidents are bound to happen more in the morning. In contrast, at night, crimes like robbery tends to happen more. 18 – 25 years old are considered emerging adulthood where many possibilities can be achievable (Arnett, 2000). Despite that, it encourages the lifestyle of hustle culture, whereas millennials believe overworking will lead to success (Faiziyah, 2022). The age group intersects with subject of university students, fresh graduates, and early employees that often leave the house early in the morning and go home late. Hence, the author chooses the particular age group

- b. Gender : Male and Female

- c. Social Economy : SES B

The Socio-Economic Status of B-C is chosen based on the range of earnings from Rp4,000,001-Rp6,000,000 (SES B). The earning range of SES B intersects with the minimum wage of Jabodetabek. However, a minimum wage simply only covers a standard living condition of bare necessities of everyday life expense but does not sufficient if there are additional living burden (CNBC, 2022). People in the spectrum of SES B will hustle with multiple jobs often until late at night to increase their income. SES B also falls under the highest digital literation with a percentage of 59.1% (Databox, 2022). Thus, the author chooses a social economy status of B as it has a high digital literation, but are not financially well off.

- d. Minimum Education : Senior High School
- e. Language : Indonesian language and English
- f. Ethnic and Religion : All Ethnics and Religions

2. Geographic

- a. Country : Indonesia
- b. City : Jakarta, Bogor, Depok, Tangerang, and Bekasi

Jabodetabek is the metropolitan region of Jakarta and sits as the largest metropolitan in Indonesia (Bmedia, 2017). As the highest economic growth, Jakarta and the neighboring regencies have become the destination cities for community with lower income rate to strive for a better future. However, data published by the Central Bureu of Statistics (*Badan Pusat Statistik*) on September 2021 shows that the province of Jakarta and West Java sits on the top 5 of economic inequality of the rich and the poor. That matter impacts the criminality rate of the area which is proved by the recent data published by the Central Bureu of Statistics (2022) that the

province of Jakarta ranked second highest, while the province of West Java is positioned in the sixth order.

3. Psychographic

- a. People who have an understanding of technology.
- b. People who have and use smart phone devices.
- c. People who are aware of the safety of the social environment.
- d. People who are vulnerable to criminal crimes.
- e. People who are susceptible to experienced crime.

1.4 Goals of Final Project

The author determines the goal of the final project is to redesign the UI/UX of the Presisi Polri Super App.

1.5 Benefits of Final Project

The author determines the benefit of the final project by defining it into three parts: benefits for the author, for others and for the university.

1) Benefit for the author

By completing this final project, the author hopes to implement the knowledge that has been learned through out university. The author will also train the aspect of critical thinking and design thinking optimally and thoroughly. Lastly, the author will deepen her knowledge in UI/UX design.

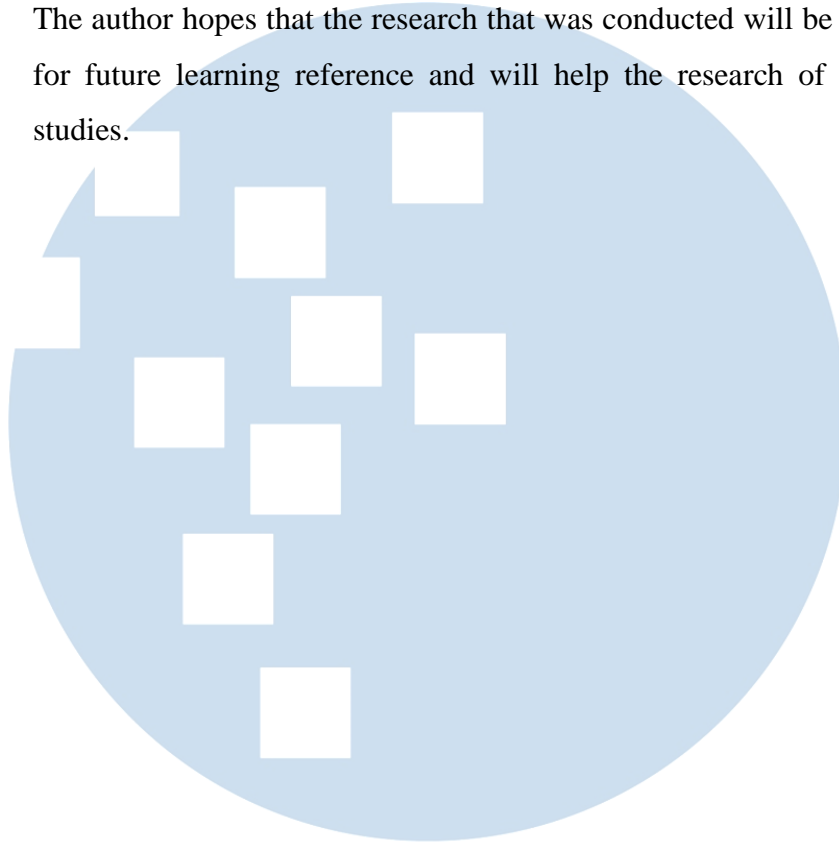
2) Benefit for others

The author hopes that the re-designed and improved version of the application will help the public with its features and the police on their service to help the community.

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3) **Benefit for the university**

The author hopes that the research that was conducted will be beneficial for future learning reference and will help the research of upcoming studies.



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