

ABSTRACT

MSME GEOGRAPHIC INFORMATION SYSTEM WEBSITE BASED (Case Study of the Central Lampung Tourism Office)

by:

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Tourism is everything related to tourism, including tourist objects and attractions and related businesses in that field. Pariwisata is the activity of temporary people in the short term, to places of destination outside their place of residence and place of work, as well as outside their activities and as long as the destination has various purposes.

Based on the results of observations that have been made on tourism places in the Central Lampung region, there is information about tourism, both old and new, that do not have a container as a medium for tourism information in the region. Likewise with MSME information generated from data collection and the marketing process of production results which are overall recorded on paper media. In the marketing process, production is carried out by means of exhibitions, brochures, banners to newspaper media which results in high operational costs and the recap process that is carried out repeatedly can have an impact on data collection and slow performance.

The research method carried out using Extreme Programming is the extreme programming approach, which is an object-oriented approach and as a fast software developer, it is a little more detailed with the aim of providing a brief review. The process of building a geographic information system for SMEs is carried out using a website so as to produce a system that can manage tourism data consisting of facilities, categories and is able to display location information on tourism maps by displaying complete information in the form of MSME products.

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