INTISARI

PERANCANGAN SISTEM INFORMASI PEMESANAN DAN PROMOSI PAKET TOUR TRAVEL DOMESTIK DAN INTERNASIONAL BERBASIS WEB PADA VINA TOUR TRAVEL

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Vina Tour Travel merupakan salah satu jasa yang dipakai banyak orang, seseorang atau sekelompok orang yang hendak liburan domestik maupun internasional, yang telah berkembang dan beroperasional sejak tahun 2010 yang berlokasi di Jl. Kartini No.14 A, Tanjung Karang, Kec. Tanjung Karang Pusat, Kota Bandar Lampung. Meningkatnya pariwisata di Indonesia maupun manca Negara membuat admin atau pemilik Vina *Tour Travel* mengalami gangguan komunikasi saat wisatawan ingin memesan paket liburan. Sistem pemesanan dan promosi paket wisata masih manual dengan menghubungi kontak telepon yang tersedia atau langsung datang ke tempat Vina *Tour Travel* untuk melakukan pemesanan. Media promosi melalui media social dianggap kurang lengkap dalam memberikan informasi terkait paket liburan domestik maupun internasional, fasilitas selama perjalanan, akomodaasi, biaya paket liburan dan agenda perjalanan.

Metode yang digunakan dalam merancang sistem metode *Prototype* dengan tahapan mendengarkan pelanggan diperoleh sistem berjalan, membangun *mockup* dan pelanggan menguji *mockup,* dengan metode pengumpulan data yang digunakan studi pustaka, observasi dan wawancara dengan perangkat lunak *Xampp, MySQL, Astah UML, dan Dreamweaver*.

Hasil Perancangan Sistem Informasi Pemesanan Dan Promosi Paket Tour Travel Domestik Dan Internasional Berbasis Web Vina Tour Travel mempermudah wisatawan mencari informasi terkait paket liburan dan pemesanan secara *online,* serta mendapatkan informasi tentang *tour travel* terkait paket liburan, fasilitas, akimodasi, biaya paket liburan dan agenda perjalanan tanpa datang langsung serta, bagian admin untuk mengelola data paket liburan, konfirmasi pembayaran dan menerima pembayaran, serta pimpinan melihat laporan order yang melakukan transaksi pemesanan paket liburan hingga pembayaran.

Kata Kunci : Sistem Informasi, Paket Tour Travel, Domestik, Internasional,

ABSTRACT

THE DESIGN OF WEB-BASED DOMESTIC AND INTERNATIONAL TRAVEL TOUR PACKAGE BOOKING AND PROMOTION INFORMATION SYSTEM AT VINA TOUR TRAVEL

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Vina Tour Travel is one of the services used by many people, both individuals and group want to go on a domestic or international vacation, which has been developing and operating since 2010. It is located on Jl. Kartini No.14 A, Tanjung Karang, Kec. Tanjung Karang Pusat, Bandar Lampung City. The increase of tourism in Indonesia and abroad makes the owner of Vina Tour Travel sometimes experiences communication problems when tourists want to book vacation packages. The system for ordering and promoting tour packages is still manual by contacting the available telephone contacts or coming directly to the Vina Tour Travel office to place an order. Promotional media through social media is considered incomplete in providing information related to domestic and international vacation packages, facilities during travel, accommodations, vacation package costs and travel agendas.

The method used in designing the Prototype method system with the stages of listening to customers obtained the current system, building mockups and customers testing mockups, with data collection methods used literature study, observation and interviews with Xampp software, MySQL, Astah UML, and Dreamweaver.

As a result of the Vina Tour Travel Web-Based Domestic and International Tour Travel Package Booking and Promotion Information System's design, tourists find it easier to look for information about vacation packages and online bookings, as well as information about tour travel, including details about facilities, accommodation costs, and travel schedules, without going directly to the office. The admin section allows leaders to view reports on orders that result in vacation package booking transactions through payments.

Keywords: *Information System, Tour Travel Package, Domestic, International.*