ABSTRACT

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Design and Development of a Ticket Booking Application for Travel Bang Udin Cirebon

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Digital transformation has encouraged various business sectors to adopt information systems to improve efficiency and service quality, including in the transportation industry. Travel Bang Udin Cirebon, a local travel service provider, faces challenges due to its manual ticket reservation system conducted via WhatsApp, lacking structured seat selection and data management features. This study aims to design and develop a web-based ticket reservation application that supports the reservation process, passenger data recording, and real-time seat selection. The development method used is Rapid Application Development (RAD), which emphasizes fast development through iterative design workshops and prototyping. The results show that the application effectively addresses key operational issues such as inefficient reservations and the absence of seat selection for customers. With the new system, the reservation process becomes more structured, interactive, and supports faster decision-making for Travel Bang Udin management.

Keywords: *Ticket reservation, information system, travel, RAD, web-based system*