

## ABSTRACT

### **WEBSITE-BASED OPEN TRIP TOURISM INFORMATION SYSTEM DEVELOPMENT AS A MEANS OF MARKETING AND SALES OF OPEN TRIP SERVICES**

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*Information technology is currently very developed and can be used in people's lives. One of the uses of information technology is to provide information about tourist destinations more easily. With the help of information technology, information on tourist destinations will be more widely open and make it easier to obtain information on tourist objects. So an open trip information system was created to help convey information about tourist destinations and the open trip booking process. The design of this open trip information system uses the SDLC (System Development Life Cycle) system approach, namely Agile Software Development. The development of this open trip information system uses the Laravel framework which uses the PHP language, MySQL database, the Mailtrap framework, the bootstrap framework, and also the MJML framework. The results of this study are a documentation of the design of an information system and also a web-based open trip application that can provide information about tourist attractions or tourist destinations, as well as the process of ordering tourist destinations, as well as getting e-tickets directly after placing an order.*

**Keywords:** Information Technology, Open Trip, System Development Life Cycle, Agile Software Development, Orders.

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