



SMART TOURISM IN KEDONDONG DISTRICT TO MAKE IT EASIER FOR TOURISTS

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Abstract

Tourist attractions in Kedondong District have the potential for very many tourist destinations in various tourist attractions that can be visited from natural attractions, one of which is swimming pool tourism, crystal guava, mountains and others. However, the lack of information makes tourists not know that Kedondong sub-district has lots of good and interesting tourist spots for holidays and taking pictures. This is the reason that underlies tourists not knowing about tourism in the Kedondong sub-district, therefore to make it easier for tourists to find out, they need a web-based application. By using this mobile web application, it can make it easier for tourists to find information on tourist attractions in the Kedondong sub-district and of course it is easy to visit tours in the Kedondong sub-district and in using this mobile web application, in making web-based information systems using distance technology to tourist locations as well as regarding information on these tourist attractions can use the information system. The results of this research on tourist attractions can help search for tourist objects and can promote tourism potential in the Kedondong sub-district as well as lift the Kedondong regional economy and make tourism information dissemination easier and more efficient.

Keywords:

Sales information system;

Research;

System.



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I. INTRODUCTION

Tourism is a very important sector for development in a region. Therefore, Kedondong District is one of the tourist destinations with many tourist objects that attract tourists. Kedondong sub-district also has quite a large tourist attraction, which includes natural attractions, amusement parks and mountains. That's why tourism potential in the Kedondong sub-district needs to be optimized so that it supports regional development. Thus the importance of the tourism sector for the development of the progress of the Kedondong sub-district. In addition, there is a need for technology and information which is very rapid which affects various aspects of human life. In general, tourism in the Kedondong sub-district belongs to the lowlands which

are flanked by the Barisan Mountains (east) and the Indonesian Ocean. Based on secondary data and direct observations from this area, this area is lowland and this supports tourism objects in the Kedondong sub-district. Natural tourism is very high. suitable for tourists who are outside the Kedondong sub-district, thus the research then develops facts about the problem which are partially accompanied by interpretation. the development of internet technology, of course, people are increasingly facilitated, for example, like wanting to go on vacation, of course it is difficult to find tourist attractions or very good locations, but after the existence of technology, it can make it easier to find the desired location.

Setiawati (2000), the number of visitors from 2020 to 2021 is recorded at 300 people. For tourist visits in Pesawaran district, up to 700 people can come there, so it's an increase of around 300 percent from the previous year. the number of tours is estimated to be only 3 tours in order to attract tourists and promote tourism. the party is making various efforts, namely promoting tourism in this Kedondong sub-district. Setiawati (2000), the number of visitors from 2020 to 2021 is recorded at 300 people. For tourist visits in Pesawaran district, up to 700 people can come there, so it's an increase of around 300 percent from the previous year. the number of tours is estimated to be only 3 tours in order to attract tourists and promote tourism. the party is making various efforts, namely promoting tourism in this Kedondong sub-district. Research conducted by Edo Arrib (2018) The current rapid developments make the flow of needs in the world of information technology also develop rapidly. This is because the Internet as a medium for obtaining information is also increasingly accessible from anywhere because this tour has many objects. - ecotourism objects but people are very difficult to find tourist places and locations. even more so with people who are outside the district, therefore a geographic information system is needed, where users can access complete geographic information only by using a computer and internet network.

Siti Sufaidah 2020 research, this cultural and tourism diversity can be made into an object for tourists to know that tourists visit very good tourist spots. Apart from having good tourist attractions, there are many different cultures that need to be preserved because this is our cultural heritage and our future grandchildren. This cultural tourism is an activity that includes cultural uniqueness and uniqueness, all of which can be in the form of arts, traditional ceremonies, as well as interesting works of art from the local community, of course foreign tourists need to know about the tourist objects and culture in this kedondong. Supriatiningsih 2018, the need for this tour business is mostly in the field of transportation services. Having a level can thus distinguish that for weaknesses it is very difficult to find tourist objects to go to and only very few tourists know about these tourist attractions because there is a need for fast development of information technology to make it easier for tourists to find out, especially with people who there are tourist attractions, only a few know that tourism has many tourist attractions. While the advantages here are that it can make it easier for tourists to visit the tourist attraction they want by using the mobile web, even outside the sub-district itself, foreign tourists can find out very easily.

The Kedondong sub-district is waiting for the development of tourism to make it easier for foreign tourists to visit tours in the Kedondong sub-district, but it is very difficult because of this, very few tourists visit what's more with tourist sites that are quite difficult to travel, of course it is very difficult for foreign tourists visiting it and developing it is also very difficult, developing tourism into very modern tourism. However, the tourist attraction is experiencing natural damage because very few tourists come. It is inseparable from the problems and obstacles that must be addressed seriously. As in the Kedondong sub-district tourist attraction, there are many elements of tourism obstacles that are not developing and development efforts are needed to make it easier for tourists.

Tourists who have visited tourist attractions in Kendondong, namely there are interesting tourist attractions in the form of nature, local food which are made into tourist attractions. people who make their living in tourist attractions have different housing conditions from people who are not in the tourism sector, they tend to focus

on one object when traveling. And the people in the Kedondong sub-district are also easy to travel because the tourist attractions are strategic, for that it is necessary to use the intended location and make it easier for foreign tourists to travel in the Kedondong sub-district by using the mobile web.

The tourists in the Kedondong sub-district have visited very few, what's more with tourist sites which are quite difficult to travel, of course, it is very difficult for foreign tourists to visit it and developing it is also very difficult, developing tourism into very modern tourism where this tourist attraction is located very difficult to develop and many tourists do not know interesting and good places to visit in the Kedondong sub-district.

II. LITERATURE REVIEW

2.1 Smart tourism

(Himawan, 2015) argues that the concept of "smart" in smart tourism is the result of innovation from the development of technology and information. He further revealed that the concept of smart tourism was born from its development and makes it easier for visitors to find out about tourism in the area.

(Hanifah, 2020; Stefan Frits Pangalila, Arie S.M. Lumenta, 2014) Tourism is the activity of moving people temporarily to destinations outside their places of residence and places of cooperation and carrying out their activities while at the destination as well as storing facilities to meet their needs. *Pari* can be interpreted in many ways, many times, round and round or complete. While tourism can be interpreted as traveling or traveling. Meanwhile, based on Law No. 10 of 2009 concerning tourism, that the condition of nature, flora and fauna is a gift from God Almighty. Basically tourism is travel with the aim of taking a vacation to a place or area that is carried out outside of daily activities that provide benefits for a vacation.

(Afrianti, Wardanny, & Ibrahim, 2017; Mili et al., 2011) the purpose of developing tourism is to make it easier for tourists who want to visit a tourist spot such as the Kedondong sub-district and increase income to expand foreign exchange in particular and income in the country in particular and society in general. As well as expanding opportunities and employment and encouraging analysis of the relationship between technology and tourism. between tourists and the circumstances or conditions surrounding the tourist area, so that the quality of the tourist experience and the quality of life of local residents can be improved. The object of tourist attraction according to Marpung (2002: 78) is a form of related activities and facilities, which attracts visitors to come to an area. Therefore, a tourist object needs to be good or unique to attract visiting attractions and the existence of places the strategy of reaching out is closely related to travel motivation and travel fasion, because tourists want to get a certain experience when visiting a tourist attraction. Objects of tourist attraction in the form of mountains, creative parks, swimming pools and other entertainment venues.

2.2 Mobile web

(Idprogrammer, 2018; Indriasari, Adi, & Sidhi, 2011; Utomo, 2013) Web-based applications are applications that can be accessed via a web browser when connected to an internet network. This application is also software or software that uses a programming language in the field of money. This application is also used to create invoices, company financial journals, and tax management. (Badruzaman, Khoir, & Muslihudin, 2021; Fitriyana & Muslihudin, 2022; Mujab, Satoto, & Martono, 2014; Nugroho, Sartika, & Pratama, 2021) In addition to faster access, several other advantages of web applications include being faster to update. This mobile web is useful for accessing data services wirelessly using mobile devices such as cell phones, PDAs and portable devices connected to a mobile telecommunication network. Mobile web access with these mobile devices must be planned taking into account some of the limitations of mobile devices such as mobile phones that are has a limited screen size or other limitations in a mobile device.

III. RESEARCH METHODS

(Sangadji, Etta Mamang, 2010; Sudaryono, 2015) research methodology is a set of rules, activities, and procedures used by actors of a discipline. Methodology is also a theoretical analysis of a way or method. Research is a systematic investigation to increase some knowledge, it is also a systematic and organized effort to investigate certain problems that require answers. To solve the problems in this study, the author uses a descriptive research method with a qualitative approach. Qualitative descriptive research is one type of qualitative research. According to the descriptive method is fact-finding with different interpretations

3.1 Data Collection Techniques Collection

Data collection can be done in various settings, various sources, and various ways. (Sangadji, Etta Mamang, 2010) data collection can use primary sources and secondary sources. Primary sources are data sources that directly provide data to data collectors who are collected by the researchers themselves directly from the object under study and for the benefit of the study concerned which can be in the form of interviews, observations. While secondary sources are data obtained/collected and put together by previous studies or published by various other agencies, usually indirect sources in the form of documentation data and official archives. The following will describe some of the data collection techniques used by researchers, namely:

- a. Observation Techniques This technique allows researchers to draw inferences (conclusions) about the meaning and point of view of the sources, events, or processes being observed. Through this observation, researchers will see for themselves tacit understanding, how theory is used directly (theory-in-use) and the point of view of informants who may not be exposed through interviews or surveys.
- b. Interview Techniques Interviews are conversations with a specific purpose, the conversation is carried out by two parties, namely the interviewer who asks questions and the interviewee who provides answers to the question (Moleong, 2012: 186). The resource persons in conducting interviews were DISPARBUD staff, sub-district staff, village staff, local communities and tourists.
- c. Documentation Techniques Documentation is a data collection technique by obtaining information from various written sources or documents that exist in sources or places where the sources live or carry out their daily activities (Sukardi, 2010: 81)

3.2 Design Model

(Muhamad Muslihudin, Fauzi, 2021; Pressman, 2001) System Development Life Cycle (SDLC) is a system development cycle consisting of system analysis, system requirements specification, system planning, system development, system testing, system maintenance. Meanwhile, the System Development Life Cycle or SDLC is the traditional method used to build, maintain and replace an information system. The System Development Life Cycle (SDLC) consists of seven phases, including. The components of the System Development Life Cycle (SDLC) can look something like this:



Figure 1. System Development Life Cycle

3.3 Data Analysis

The unit of data analysis in this study is the Head of the Culture and Tourism Office of the Kedondong District as the government representative in charge of

tourism in the Kedondong District, the Head of Kertasana Village as the local government, the tourism awareness group as the manager of the water duck tourism object goes, the tourism actors or the community around the tourist object, visitors and other tourism actors, as well as several related agencies that have a relationship with conflict management in community-based tourism management with the water duck tourism object going. Data Analysis Techniques Qualitative data analysis is an effort made by working with data, organizing data, sorting it into units that can be managed, synthesizing, searching for and finding patterns, and finding what is important and what is learned, and deciding what can be told to others Robert and Biklen (1982: 257:). Data analysis is the process of systematically searching for and compiling data obtained from interviews, observations (field notes), and documentation, by organizing data into categories, describing them into units, synthesizing them, compiling them into patterns, selecting which ones are important and will be studied, and draw conclusions so that it is easily understood by oneself and others.

IV. DISCUSSION AND RESULTS

4.1 System Analysis

System analysis is a very important part of conducting research where system analysis can identify weaknesses and can provide suggestions for new system analysis. This research by H Anggoro 2018 discusses a tourism object information system that aims to facilitate and provide precise directions for prospective tourists and accurate. After this analysis was carried out, the tourism office gave a very good response and supported this analysis in the hope that the results of this analysis would have a positive impact on the offices related to the implementation of this analysis. Previously at the tourism office, youth in Kedondong Regency did not yet have an information system for tourist location objects that could determine and provide the right directions for potential tourists.

4.2 system designer

a. Use Case Diagrams

The use case diagram depicts the functions (processes) involved in the transformation of the system, while the use case diagram is currently running at the Kedondong District Tourism Office.

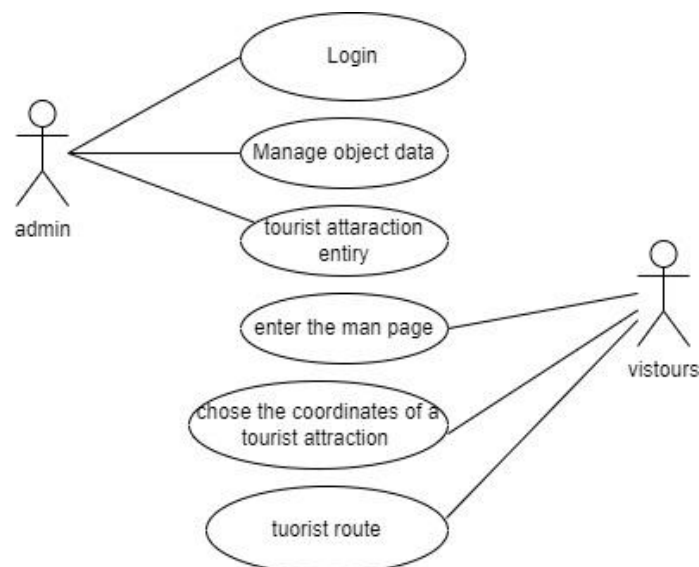


Figure 2. Use case diagram of the tourist information system

C. Screen design

1. Main menu screen design

One of the websites that completes the integrative tourism system in the Kedondong sub-district for the main screen menu for smart tourism includes input of data features in Figure 1. The display of the main screen menu on tourism in the Kedondong sub-district is made as simple as possible so that it makes it easier for tourists to visit.

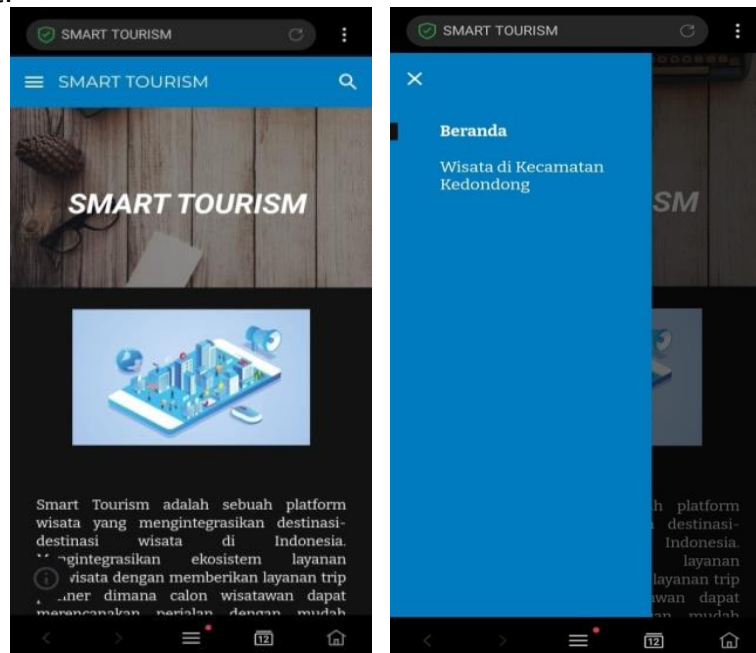


Figure 1. Main menu screen design

2. Display screen

After the screen display, you can process tourist data that you want to visit more easily. When the user has entered the desired tourist data menu on the menu screen, the user will enter maps

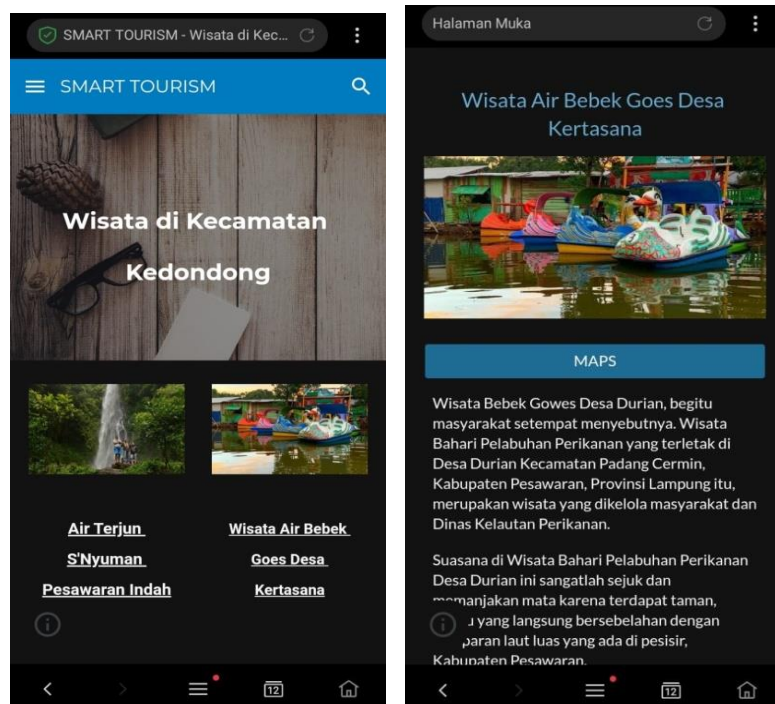


Figure 3. Screen display

3. Detailed view

When you enter the tour details menu, the user can immediately see the tourist location

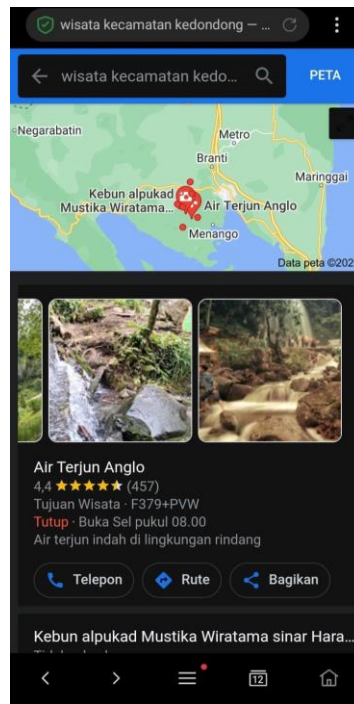


Figure 4. Detailed view

V. CONCLUSION

With the design of a Web-based Tourism Information System in the Kedondong sub-district, it is hoped that it can provide a solution to the Kedondong sub-district Tourism Office to make it easier for tourists to visit tourism in the Kedondong sub-district so that it becomes useful information for tourists and provides benefits to the wider community. especially potential tourists who will visit the Kedondong sub-district. After analysis, the conclusions can be drawn as follow the created web-based tourism information system is expected to make it easier for tourists to visit the Kedondong sub-district. Prospective tourists can search and view details of the attractions they will visit easily and quickly. This tourism information system is designed to run on a web browser that has been installed on the user's commuter and accessed by the internet. This web browser can also be used as a tool to navigate to the location of tourist attractions

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