



Design and Development of the Sidajaya Tourism Village Information and Promotion Media

Slamet Rahayu^{1*}, Tri Herdiawan Apandi², Taufan Abdurrachman³, Nurfitriia Khoirunisa⁴, Adi Firmansyah⁵, Asep Saepuloh⁶

^{1,2,3,4,5,6}Politeknik Negeri Subang
slamet.edu@gmail.com^{1*}

Abstract

The potential of Sidajaya Tourism Village, which is not yet known to many people, has hampered the development of this tourist village. Information about the Sidajaya tourist village is still difficult to access, making people reluctant to look for the information they need, so knowledge about it is limited. Therefore, a system is needed to help the public access information about the Sidajaya tourist village. This research aims to build a website-based Sidajaya Tourism Village Information System as a medium for information and promotion. This system was built using the PHP programming language and MySQL database, with data collection methods through observation and interviews. The system development stage includes analysis, design, implementation, and testing. The result of developing this system is a website that allows the public to search for information about the Sidajaya tourist village easily and supports more efficient promotion and management to increase tourist visits.

Keywords: Information Systems, Sidajaya tourist village, efficient promotion, management to increase tourist visits

1. Introduction

Sidajaya Tourism Village, located in Subang Regency, West Java, has extraordinary tourism potential but is still untouched by the wider spotlight. The wealth of nature, culture, and local traditions possessed by the Sidajaya Tourism Village is not widely known by the wider community, causing this village to experience obstacles in its development [1]. Limited access to information is one of the main obstacles in promoting and developing the Sidajaya Tourism Village. The difficulty of obtaining comprehensive and easily accessible information about this tourist destination causes people to be reluctant to find out more, so knowledge about the potential of the Sidajaya Tourism Village is limited[2]. The importance of access to information in developing the Sidajaya Tourism Village. The research methods were surveys and interviews with residents and tourism actors. The research results show that more access to information is needed to promote the Sidajaya Tourism Village. Therefore, efforts are needed to increase the accessibility of tourism information through various media and communication platforms[3].

To overcome this problem, a system is needed to help the public access information about the Sidajaya Tourism Village easily and efficiently. Therefore, this research aims to build a website-based information system that will be the main media for disseminating information and promotions about the Sidajaya Tourism Village. Through this information system, the public will more easily access information regarding tourism potential, cultural activities, accommodation, and facilities in the Sidajaya Tourism Village [4]. Thus, this system can effectively increase awareness and interest in visiting the Sidajaya Tourism Village. In this proposal, we will detail plans for developing a website-based Sidajaya Tourism Village information system, including the objectives, methodology, and expected benefits of implementing this system. We hope this proposal can receive full support to realize our efforts in promoting and developing the tourism potential of Sidajaya Tourism Village.

2. Research Method

Information system development and promotional strategy preparation are carried out at this stage. Information system development can manage all educational tourism in Sidajaya village in a computerized manner so that the data entry process can be carried out quickly and

effectively. Preparing promotional strategies and creating social media accounts to integrate with the website. System development uses the waterfall model.

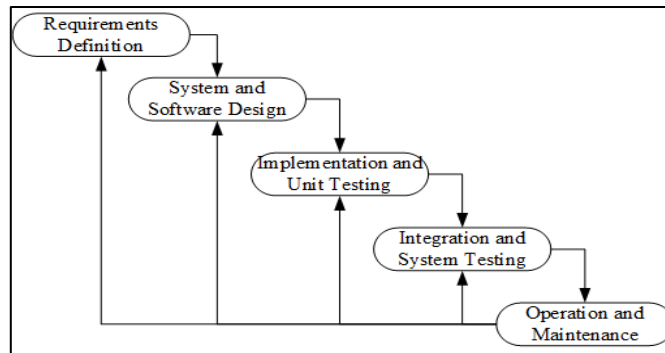


Fig. 1: Tahapan Model Waterfall [5]

3. Result And Discussion

3.1. System Requirements Analysis

Based on the results of interviews that have been conducted, the following is an analysis of the system that currently exists in the Sidajaya tourist village. This analysis is illustrated by a flowchart of tourist visitors, as seen in Figure 2.

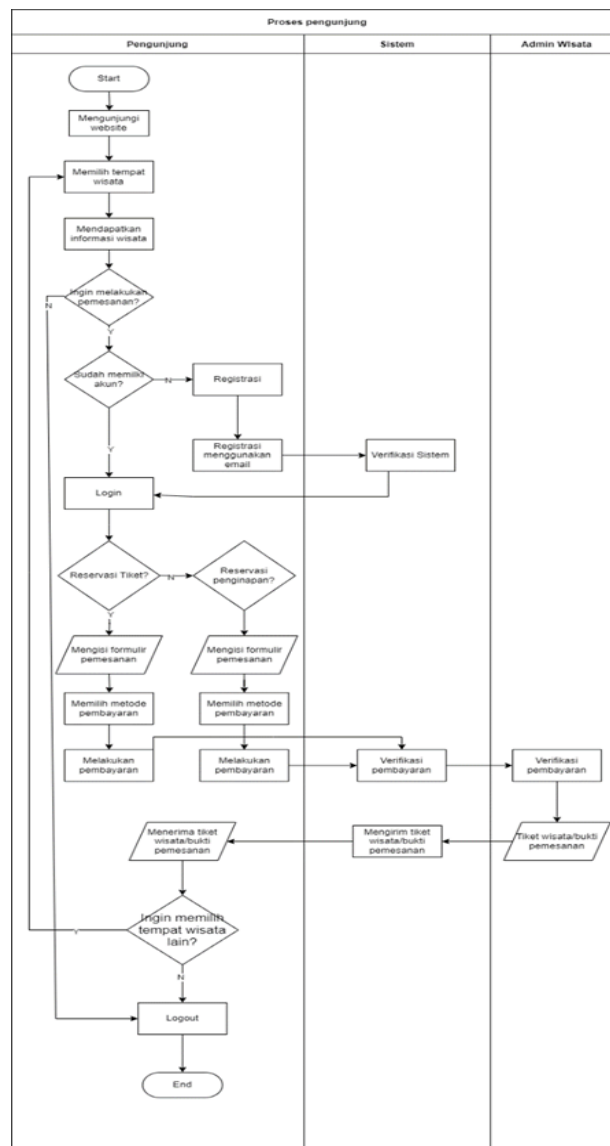


Fig. 2: Tourist visitor business processes

The Sidajaya Tourism Village Information System business process starts with visitors choosing a tour package and ordering tickets online through the system. After selecting a package, visitors proceed with payment, which is verified by the system, and the purchased tickets will be confirmed and prepared for use. Meanwhile, the admin manages tour packages, updates information regarding villages and tourist activities, and monitors ticket transactions that have been purchased. All incoming data will be processed and presented in an organized manner to ensure smooth operations, providing an efficient and enjoyable experience for visitors[6].

3.2. Design

The following use case diagram for the Sidajaya tourist village information system can be seen at Figure 3.

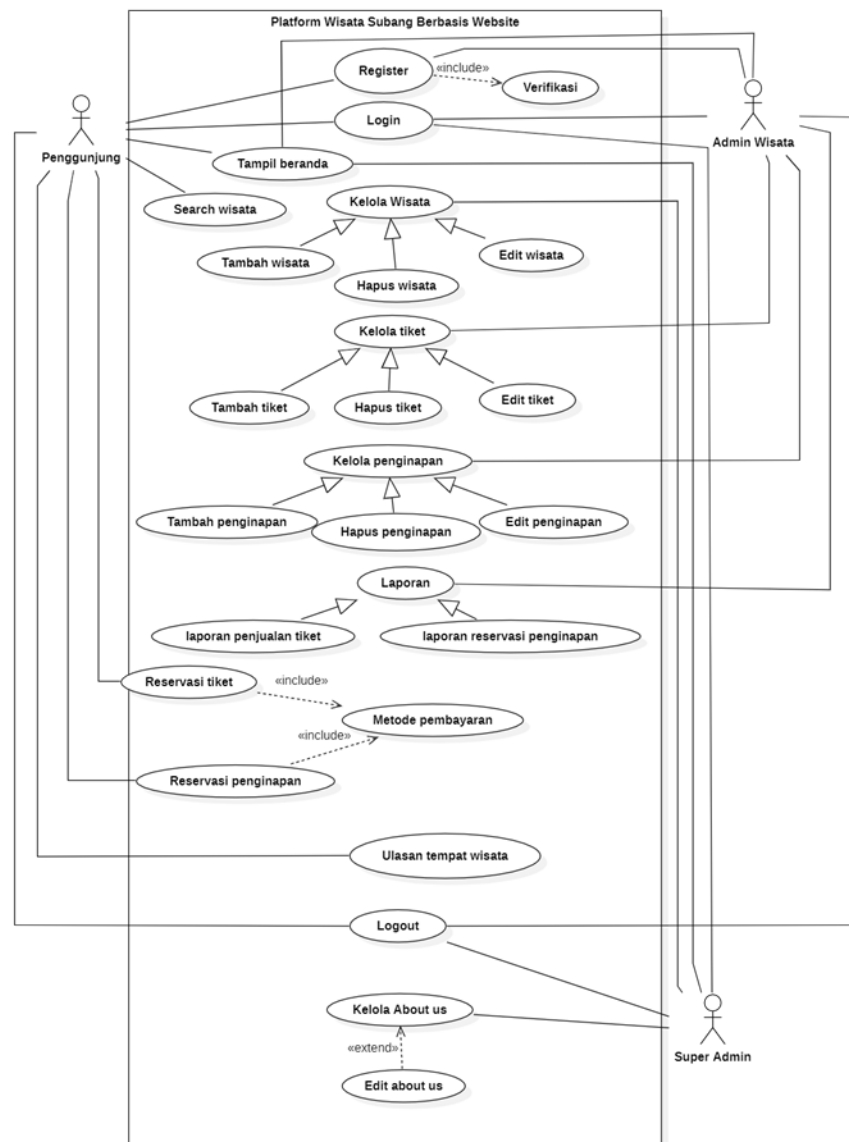


Fig. 3: Use Case of tourist village information system

The Sidajaya Tourism Village Information System use case describes the interaction between visitors and admin in ordering tourist tickets, managing transactions, and updating information related to tour packages and villages. The system supports ticket booking, payment, transaction reporting, and tour package management, ensuring an efficient experience for visitors and managers[7].

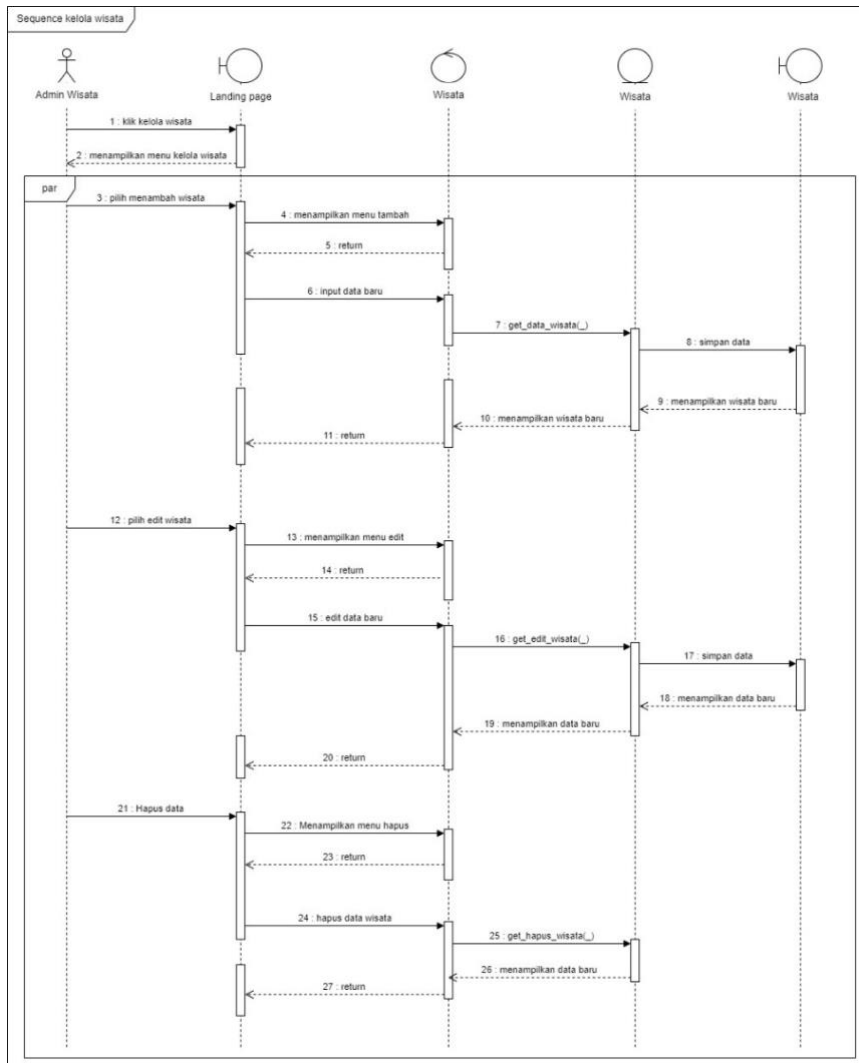


Fig. 4: Sequence Kelola wisata

The Tour Management Sequence in the Sidajaya Tourism Village Information System describes the sequence of steps the admin takes to manage tour package information, from adding and editing to deleting tour package data. This process involves data input, verification, and automatic updates, which are then displayed to visitors on the website to ensure accurate and up-to-date information[8].

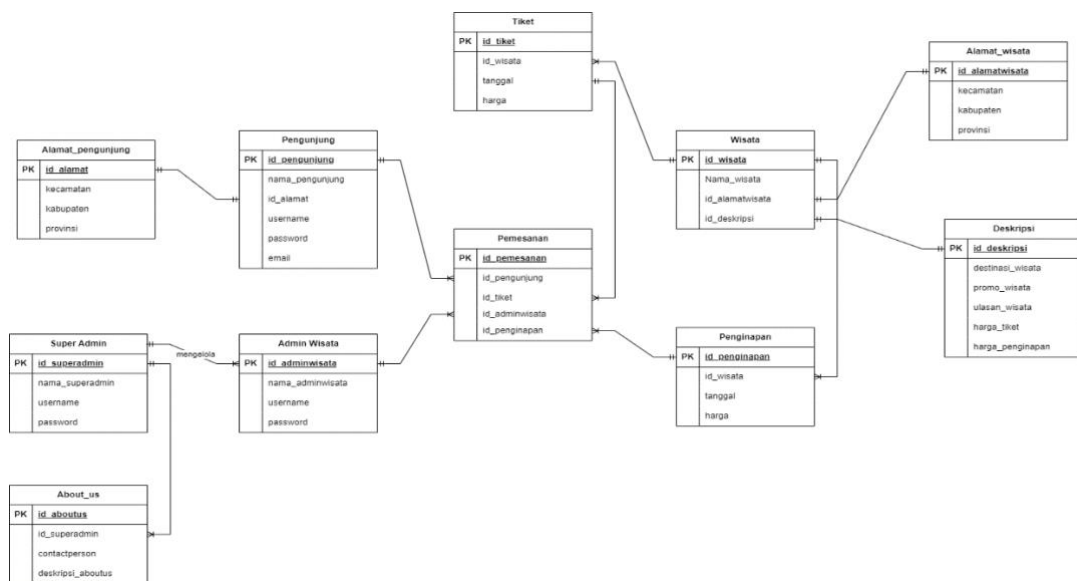


Fig. 5: Entity Relationship Diagram

The Entity Relationship Diagram (ERD) in the Sidajaya Tourism Village Information System describes the relationship between entities such as Visitors, Tour Packages, Tickets, and Payments, which are connected to manage ticket reservations and tourist information. This

diagram shows how user data, transactions, and tour packages are managed in a structured manner, making it easier for the system to present accurate and organized information [9].

3.3. System implementation

a) Home Page

The Home page of the Sidajaya Tourism Village Information System, which can be accessed at desasidajaya.com, is the main gateway for visitors who want to know more about the tourism potential, facilities, and activities available in Sidajaya Village[10]. The design of this page prioritizes ease of navigation and well-organized information so that visitors can quickly find the information they need.

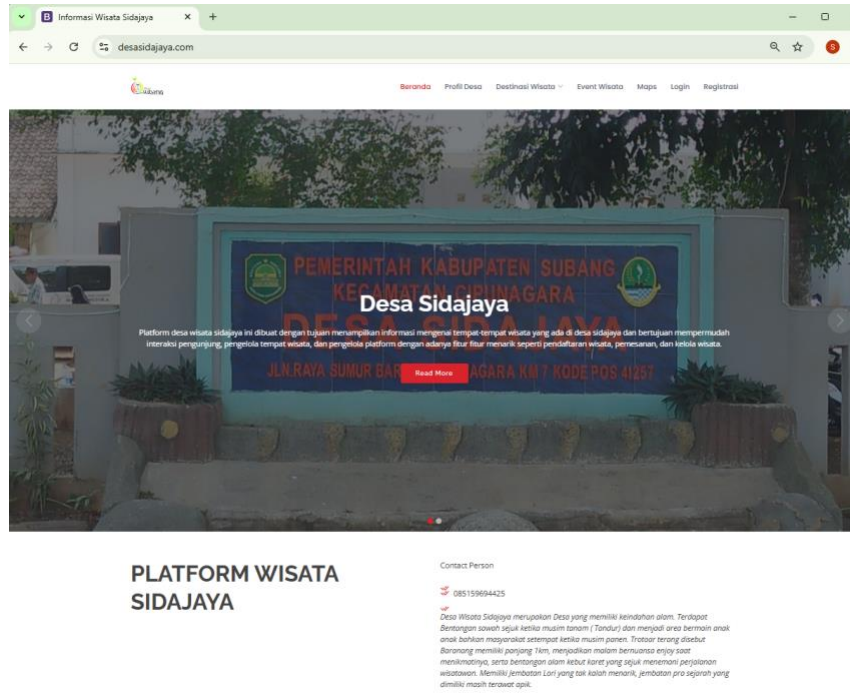


Fig. 6: Home page desasidajaya.com

b) Visitor page

The Visitor Page on the Sidajaya Tourism Village Information System at desasidajaya.com makes it easy for tourists to order tickets and see the prices of various tour packages. Visitors can choose tour packages based on categories such as Nature Tourism, Cultural Tourism, or Family Tourism, complete with price, schedule, and availability information[11]. The ticket ordering process is done via an easy-to-fill form with various secure payment methods, such as bank transfer or e-wallet. This page also displays reviews from previous visitors, location maps, and contact information to make things easier for visitors who need further assistance.

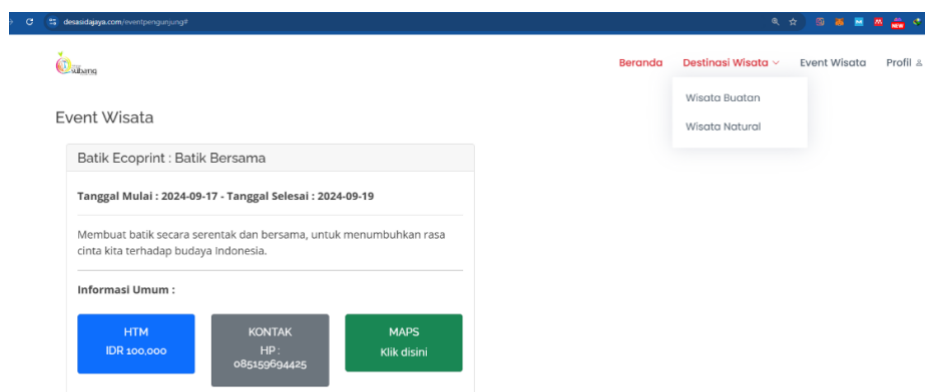
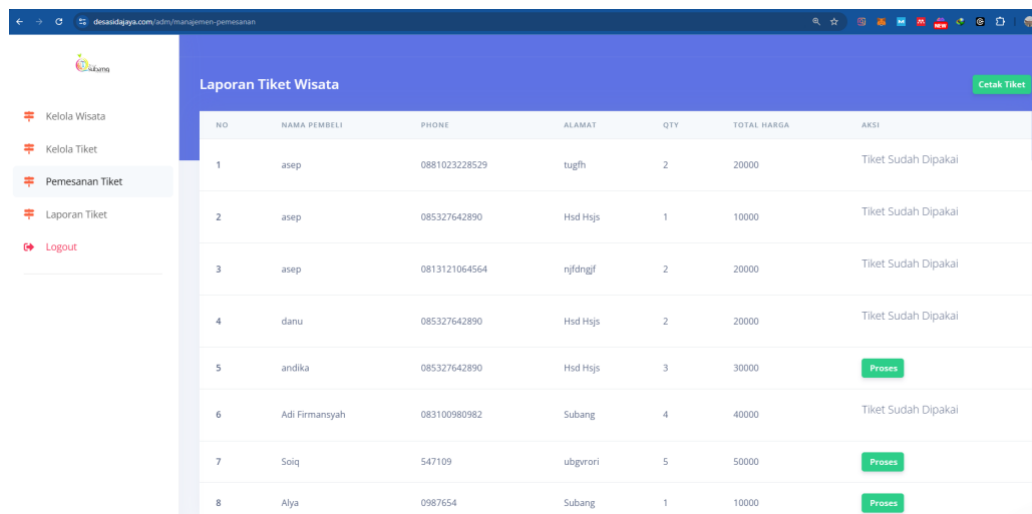


Fig. 7: Visitor page

c) Ticket booking report page on the tour admin page

The Tourism Admin page on the Sidajaya Tourism Village Information System, which can be accessed at desasidajaya.com, is specifically designed to assist village managers in managing ticket reservations and reporting ticket transactions that have been

purchased by visitors. This page provides an easy-to-use interface to view data on tickets that have been sold, monitor payment status, and access real-time reports. Admins can view details of each ticket transaction, including the number of tickets purchased, date of visit, and payment method used. The complete ticket reporting feature allows admins to conduct revenue analysis and monitor ticket availability for each tour package. This page is also equipped with options for managing tour packages, prices, and related information updates, making it easier for managers to keep data up-to-date and well-organized[12].



NO	NAMA PEMBELI	PHONE	ALAMAT	QTY	TOTAL HARGA	AKSI
1	asep	0881023228529	tugh	2	20000	Tiket Sudah Dipakai
2	asep	085327642890	Hsd Hjs	1	10000	Tiket Sudah Dipakai
3	asep	0813121064564	nfdngf	2	20000	Tiket Sudah Dipakai
4	danu	085327642890	Hsd Hjs	2	20000	Tiket Sudah Dipakai
5	andika	085327642890	Hsd Hjs	3	30000	Proses
6	Adi Firmansyah	083100980982	Subang	4	40000	Tiket Sudah Dipakai
7	Soiq	547109	ubgrori	5	50000	Proses
8	Alya	0987654	Subang	1	10000	Proses

Fig. 8: Ticket booking report page on the tour admin page

4. Conclusion

The results of this research show that creating a Website-Based Sidajaya Subang Tourism Village Information System can be an innovative digital solution to promote the beauty of Subang, provide an unforgettable visitor experience, and support local economic growth. This platform has several main functions, including a promotional medium for tourist destinations, an online ticket booking system, information related to tourist attractions, and lodging facilities around tourist villages. This system facilitates stakeholder collaboration, such as the government, tourism businesses, and local communities. This initiative plays an important role in improving the quality of tourism services. It reflects a commitment to keeping up with current developments by utilizing digital technology to advance the tourism sector, making Subang a leading destination in West Java.

Acknowledgement

Many thanks to all parties involved in this research. Special thanks are expressed to the Sidajaya Village Secretariat above for granting permission and providing full support in developing the Sidajaya tourist village information system. I also thank everyone involved and the Information and Computer Technology Department Team at Subang State Polytechnic.

References

- [1] H. Safitri and D. Kurniansyah, "Analisis Komponen Daya Tarik Wisata di Desa Wisata Cibeusi," *Kinerja 18*, vol. 18, no. 4, pp. 497–501, 2021.
- [2] A. T. Mumtaz and M. Karmilah, "Digitalisasi Wisata di Desa Wisata," *J. Kaji. Ruang*, vol. 1, no. 1, p. 1, 2022, doi: 10.30659/jkr.v1i1.19790.
- [3] S. Sabila and M. Damayanti, "Kualitas Pelayanan Pada Kawasan Wisata Benteng Kuto Besak Palembang," *J. Pengemb. Kota*, vol. 5, no. 1, p. 78, 2017, doi: 10.14710/jpk.5.1.78-92.
- [4] N. N. Purnawan, T. H. Apandi, R. Piarna, S. Rahayu, M. Iqbal, and Y. S. Nugroho, "Pengabdian Kepada Masyarakat : Sistem Informasi," vol. 3, no. September, pp. 23–29, 2020, doi: 10.31962/jiitr.v3i2.81.
- [5] I. Sommerville, *Software Engineering*. 2016.
- [6] K. Subrata, "Flowchart, Pendahuluan Membuat, Pedoman-pedoman Dalam Flowchart," pp. 1–13, 2015.
- [7] I. G. Y. Pratama, S. A. Wicaksono, and M. C. Saputra, "Pengembangan Sistem Informasi Manajemen Perpustakaan Pada Ruang Baca Fakultas Ilmu Komputer Universitas Brawijaya," *J. Pengemb. Teknol. Inf. dan Ilmu Komput.*, vol. 2, no. 12, pp. 6669–6678, 2018.
- [8] K. Prasetyo and S. Suharyanto, "Rancang Bangun Sistem Informasi Koperasi Berbasis Web Pada Koperasi Ikitama Jakarta Kurniawan," *J. Tek. Komput. AMIK BSI*, vol. 5, no. 1, pp. 119–126, 2019, doi: 10.31294/jtk.v4i2.
- [9] I. K. Raharjana and A. Justitia, "Pembuatan Model Sequence Diagram Dengan Reverse Engineering Aplikasi Basis Data Pada Smartphone Untuk Menjaga Konsistensi Desain Perangkat Lunak," *JUTI J. Ilm. Teknol. Inf.*, vol. 13, no. 2, p. 133, 2015, doi: 10.12962/j24068535.v13i2.a482.
- [10] J. McLeod, Raymond, *Sistem informasi manajemen / Raymond McLeod, Jr., George Schell; alih bahasa, Hendra Teguh; penyunting, Agus Widyantoro*, Ed. 8. Jakarta : Indeks, 2004: Jakarta : Indeks, 2004, 2004.
- [11] S. Rahayu, M. Iqbal, N. R. Ferdian, and F. Fathurahman, "Canggih Coffee as the Processed Products of Micro Enterprises: System Design of E-Commerce," *Int. J. Soc. Sci. Bus.*, vol. 5, no. 1, pp. 127–132, 2021, doi: 10.23887/ijssb.v5i1.30755.
- [12] J. Jurnal, S. Rahayu, N. N. P., and R. Piarna, "Rancang Bangun Sistem Informasi Absensi dan Penghitungan Lembur Karyawan waterfall sebagai penyelesaian suatu masalah . Secara garis besar , metode waterfall," vol. 2, pp. 37–48, 2022.