

ABSTRAK

Boi Tour & Travel merupakan perusahaan jasa perjalanan wisata domestik dan internasional yang belum memiliki sistem terpusat dalam mengelola data pelanggan, data pemesanan, riwayat perjalanan, dan promosi, sehingga proses layanan masih bergantung pada komunikasi melalui WhatsApp serta pencatatan menggunakan dokumen terpisah. Penelitian ini bertujuan untuk merancang dan membangun sistem informasi pemesanan paket wisata berbasis web yang dapat memfasilitasi reservasi mandiri pelanggan, pengelolaan data pelanggan, serta penerapan strategi pemasaran layanan perjalanan. Metode pengembangan sistem yang digunakan adalah Waterfall, dengan teknik pengumpulan data melalui observasi, wawancara, dan studi literatur. Analisis permasalahan dilakukan menggunakan metode PIECES, sedangkan perancangan sistem menggunakan *Unified Modeling Language* (UML), rancangan basis data MySQL, dan implementasi sistem menggunakan *framework* Laravel. Hasil penelitian ini menghasilkan sistem informasi yang dapat membantu pelanggan dalam melihat katalog paket, melakukan pemesanan, mengunggah bukti pembayaran, dan memberikan ulasan secara lebih terstruktur. Selain itu, sistem ini juga membantu Boi Tour & Travel dalam mengelola paket, data pelanggan, pemesanan, ulasan, serta promosi.

Kata Kunci : Sistem Informasi, Tour & Travel, Pemesanan Paket, Pengelolaan Data Pelanggan, Waterfall

ABSTRACT

Boi Tour & Travel is a travel service company specializing in both domestic and international trips. Currently, the company does not have a centralized system for managing customer data, booking records, travel histories, and promotional activities. As a result, most services still rely on WhatsApp communication and data recording through separate documents. This study aims to design and develop a web-based travel package booking information system that supports self-service reservations, customer data management, and the implementation of travel service marketing strategies. The system was developed using the Waterfall methodology, while data were collected through observation, interviews, and literature studies. Problem analysis was conducted using the PIECES framework, and the system was designed using Unified Modeling Language (UML), a MySQL database, and the Laravel framework for implementation. The result of this study is an information system that enables customers to browse travel packages, make bookings, upload payment confirmations, and submit reviews in a more structured manner. In addition, the system assists Boi Tour & Travel in managing travel packages, customer data, bookings, reviews, and promotional activities.

Keywords: Information System, Tour & Travel, Package Booking, Customer Data Management, Waterfall