

SAWAH PULO HUB: SISTEM INFORMASI BERBASIS *WEBSITE* SEBAGAI MEDIA PROMOSI DAN INFORMASI WISATA PADA SAWAH PULO FARM

ABSTRAK

Fathir Deny Syahputra

Perkembangan teknologi informasi mendorong sektor pariwisata untuk memanfaatkan media digital dalam menyampaikan informasi dan melakukan promosi secara lebih efektif. Sawah Pulo Farm masih menghadapi keterbatasan dalam penyebaran informasi wisata, promosi, serta layanan pemesanan tiket yang masih dilakukan secara konvensional sehingga informasi belum tersampaikan secara optimal kepada calon pengunjung. Penelitian ini bertujuan merancang dan membangun Sistem Informasi berbasis *website* pada Sawah Pulo Hub sebagai media promosi dan informasi wisata yang sesuai dengan kebutuhan pengguna, serta mengimplementasikan fitur pemesanan tiket secara daring sebagai pendukung layanan wisata di Sawah Pulo Farm. Metode pengembangan sistem yang digunakan adalah Rapid Application Development (RAD) yang terdiri atas tahapan Requirements Planning, Design System, Construction, dan Testing. *Website* dikembangkan menggunakan Laravel sebagai framework, MySQL sebagai basis data, dan Tailwind CSS sebagai antarmuka pengguna. Pengujian sistem dilakukan menggunakan Black Box Testing dan User Acceptance Testing (UAT). Hasil penelitian menunjukkan bahwa *Website* Sawah Pulo Hub berhasil menyediakan fitur informasi wisata, artikel, galeri, fasilitas, kontak, dashboard administrator, serta fitur pemesanan tiket secara daring yang mendukung penyampaian informasi dan promosi wisata. Hasil Black Box Testing menunjukkan seluruh 35 skenario pengujian berhasil dijalankan dengan tingkat keberhasilan 100%, sedangkan hasil User Acceptance Testing (UAT) memperoleh tingkat penerimaan pengguna sebesar 89,33% dengan kategori Sangat Baik. Dengan demikian, *Website* Sawah Pulo Hub mampu mendukung penyebaran informasi wisata, meningkatkan efektivitas media promosi digital, serta mempermudah wisatawan dalam memperoleh informasi dan melakukan pemesanan tiket secara daring di Sawah Pulo Farm.

Kata kunci: Sistem Informasi, *Website*, Promosi Wisata, Informasi Wisata, Pemesanan Tiket, Rapid Application Development (RAD)

SAWAH PULO HUB: A WEB-BASED INFORMATION SYSTEM FOR TOURISM PROMOTION AND INFORMATION AT SAWAH PULO FARM

ABSTRACT

Fathir Deny Syahputra

The rapid development of information technology has encouraged the tourism sector to utilize digital media to deliver information and promote tourist destinations more effectively. Sawah Pulo Farm has faced limitations in disseminating tourism information, conducting promotional activities, and managing ticket reservations, which have largely relied on conventional methods. As a result, information has not been delivered optimally to prospective visitors. This study aims to design and develop a web-based information system for Sawah Pulo Hub as a tourism promotion and information platform that meets user needs, as well as to implement an online ticket reservation feature to support tourism services at Sawah Pulo Farm. The system was developed using the Rapid Application Development (RAD) methodology, consisting of Requirements Planning, System Design, Construction, and Testing. The website was implemented using Laravel as the development framework, MySQL as the database, and Tailwind CSS for the user interface. System testing was conducted using Black Box Testing and User Acceptance Testing. The results indicate that the developed website successfully provides tourism information, articles, galleries, facility information, contact services, an administrator dashboard, and an online ticket reservation feature that supports tourism information dissemination and promotional activities. Black Box Testing achieved a 100% success rate across all 35 test scenarios, while User Acceptance Testing obtained an overall user acceptance rate of 89.33%, categorized as Very Good. Therefore, the Sawah Pulo Hub website effectively supports tourism information dissemination, enhances digital promotional activities, and facilitates visitors in obtaining tourism information and reserving tickets online at Sawah Pulo Farm.

Keywords: Information System, Website, Ticket Booking, Rapid Application Development (RAD), Laravel