

DEVELOPMENT OF AN INFORMATION AND TICKET BOOKING WEBSITE BASED ON USER EXPERIENCE AT THE TANGKUBAN PARAHU DESTINATION

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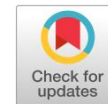
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ABSTRACT

Tangkuban Parahu, a prominent tourist destination in West Java, Indonesia, is renowned for its unique volcanic landscape and rich cultural heritage. This paper presents the design and development of a comprehensive website aimed at enhancing the visibility and accessibility of Tangkuban Parahu as a tourist attraction. The website serves as an informational hub, providing visitors with essential details about the site's geological features, historical significance, and available tourism packages. Additionally, it integrates an interactive ticketing system that allows users to easily select and purchase tour packages, with real-time updates on pricing and availability. The development process involved the use of modern web technologies, ensuring a user-friendly interface and seamless navigation experience. This study highlights the potential of digital platforms in promoting regional tourism and underscores the importance of integrating cultural and natural heritage in the digital age. The website not only aims to attract more tourists but also to educate them on the environmental and cultural aspects of Tangkuban Parahu, fostering sustainable tourism practices.



KEYWORD

Tangkuban Parahu
Tourism Website
Tourism



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1. Introduction

Tangkuban Parahu, a volcano located in West Java, Indonesia, is one of the most famous natural tourist destinations known for its natural beauty as well as its historical and cultural value [1], [2]. However, in recent years, this tourist area has faced several challenges that affect its tourism potential. A situation analysis indicates that although Tangkuban Parahu has significant appeal, the information available online about this destination is still very limited and poorly integrated. The lack of access to accurate information, an efficient ticket booking system, and suboptimal promotion are the main issues hindering tourism development in this area [3].

Another emerging issue is social change around the tourist area, where the increasing number of tourists is not matched by adequate infrastructure and sufficient environmental awareness. This has the potential to cause negative impacts on environmental sustainability and the visitor experience.

The focus of the service in developing this website is to address these issues by providing a comprehensive and user-friendly digital platform. This website is designed not only to provide complete information about Tangkuban Parahu but also to offer an online ticket booking system that makes it easier for tourists to plan their visits. Thus, it is expected that the management of tourist visits can be more organized and efficient.

The reason for choosing Tangkuban Parahu as the subject of this tourism study is based on its importance in terms of both nature and culture. Tangkuban Parahu not only offers stunning natural scenery but is also rich in folklore and traditions that still live on in the surrounding community [4], [5], [6]. The development of this website is expected to help preserve these values while attracting more tourists.

The social changes expected through this project include increased environmental awareness among tourists and the surrounding community, as well as the improvement of the local economy through an increased number of tourist visits. With this website, it is hoped that the local community will also become more involved in conservation efforts and sustainable management of the tourist area.

2. Literatur Review

Jack Febrian Rusdi (2019). Information and Communication Technology (IT) is a part that is firmly attached to the progress of world tourism. Unfortunately, this research on the role of IT has not received much attention from various studies produced in Indonesia. This article discusses the part of IT that can implement in multiple aspects of tourism. The method used is a literature review sourced from the Garuda portal. The study provides various research areas that can be carried out within the tourism sector, specifically to support the growth of tourism research and information technology in Indonesia [7].

The Corona Virus or Covid-19 outbreak is an unpredictable shock which has adversely affected the Indonesian economy. The prolonged ban on international flights has led to a global decline in economic growth and disruptions in the demand and supply of various necessities of life. The percentage of impact is dependent on social distancing, health, and post-social medication crisis. However, this study discusses the impact of Covid-19 on the tourism and hospitality sector and analyzes the situation associated with significant policy changes in the economic industry using several indicators. Furthermore, it focuses on the decline and challenges faced by the Tourism and Hospitality Industry in Indonesia due to the presence of Covid-19 [8].

3. Methodology

The planning and development process of the Tangkuban Parahu tourism website is carried out through a community organizing approach, where active participation from the local community and related stakeholders is key to the success of this project. This method aims to ensure that the website developed not only meets the needs of tourists but also reflects and supports the interests and aspirations of the local community.

a. Reserch design

This study uses a Research and Development (R&D) design aimed at designing, developing, and implementing a website that facilitates the promotion and management of tourism in Tangkuban Parahu. The development process follows an iterative cycle model involving the stages of planning, development, implementation, and evaluation [6]. A participatory approach is also used to ensure that the website development meets the needs and expectations of the local community as well as tourists.

b. Research Subjects

The research subjects consist of two main groups: (1) The local community around the Tangkuban Parahu tourist area, including tourism business operators, tour guides, and site managers; (2) Tourists who visit Tangkuban Parahu. The local community was chosen due to their important role in tourism management and promotion, while tourists were selected to identify the needs and preferences of the website users.

c. Research Instruments

The research instruments used include questionnaires, interview guides, and observation. The questionnaire is designed to collect data on the needs and perceptions of the local community and tourists regarding the website development [9]. In-depth interviews are conducted with representatives of the community and stakeholders to gain deeper insights into the needs and challenges faced. Observation is used to monitor interactions and website usage during the trial phase.

d. Training Procedures

Training is provided to members of the local community in two stages. The first stage is basic training on the use of information and communication technology (ICT), specifically related to digital content management. The second stage involves more in-depth technical training on operating and maintaining the website, including how to update information, manage the ticket booking system, and monitor website traffic. The training is conducted through intensive workshops and ongoing mentoring.

e. Data Analysis

The data collected from the questionnaires is analyzed quantitatively using descriptive statistics to describe user needs and preferences. The data from the interviews is analyzed qualitatively using thematic analysis to identify key themes that emerge regarding the development and implementation of the website [10]. The results of the observation during the trial phase are also analyzed to assess the website's usability and effectiveness.

f. Evaluation

The evaluation is conducted in two stages: (1) Formative evaluation, carried out during the website development process to ensure that the features and content created align with user needs; (2) Summative evaluation, conducted after implementation to assess the website's impact on increasing tourist visits, community engagement, and user satisfaction. The summative evaluation involves end-user surveys and interviews with the local community and tourism managers.

g. Result Paper

The results of the study are reported comprehensively by combining quantitative and qualitative findings. The report includes a description of website development, analysis of user needs, the impact of the website on local tourism, as well as recommendations for further development. The report is also presented to local communities and stakeholders as part of efforts to increase transparency and accountability in the management of Tangkuban Parahu tourism.

4. Results and Discussion

4.1 Result

a. Planning and Development of the Website

During the planning stage, a series of focus group discussions (FGDs) and in-depth interviews revealed that the local community had an urgent need to enhance digital promotion and visitor management. Tourists, on the other hand, desired easier access to comprehensive information about tour packages, ticket prices, and available facilities. Based on these findings, the website was designed with key features such as destination information, an online ticket booking system, an interactive map, and a multimedia gallery. The website was developed using modern web technologies with a focus on responsive and user-friendly design. The use of open-source platforms ensured flexibility and sustainability of website management by the local community.

b. Implementation and Testing of the Website

The website implementation began with a limited trial involving a small number of users from the local community and tourists. This trial aimed to identify potential technical issues and measure user satisfaction. The results indicated that the majority of users found the website easy to use and informative. The online ticket booking system was regarded as a very helpful feature, especially for tourists planning visits from outside the region. However, some users suggested improvements in terms of website loading speed and the addition of more multimedia content such as videos and virtual tours. Based on this feedback, improvements were made to speed optimization and the addition of more interactive visual content.

c. Social and Economic Impact

The implementation of the website showed positive impacts on increasing visitor numbers and revenue from the local tourism sector. Statistical data from the first three months after launch showed a 25% increase in visits compared to the same period the previous year. Additionally, revenue from online ticket sales increased significantly, contributing to the local economy. The local community also experienced positive social impacts, particularly in terms of increased involvement in tourism management and promotion. Through the training provided, community members were able to manage and update website content independently, which enhanced their sense of ownership and responsibility for the project's sustainability. Moreover, education about the importance of environmental conservation conveyed through the website has started to raise environmental awareness among visitors.

d. Challenges and Recommendations

Although the results achieved were quite satisfactory, there are still some challenges to address. One major challenge is the limited internet access in some areas around Tangkuban Parahu, which may hinder users from accessing the website. Additionally, the sustainability of website management after the project ends is also a concern, particularly regarding funding and competent human resources. To address these challenges, it is recommended to establish further cooperation with local government and internet service providers to improve digital infrastructure in the tourist area. Additionally, ongoing capacity development for the local community through advanced training and mentoring is necessary to ensure that the website continues to provide long-term benefits.

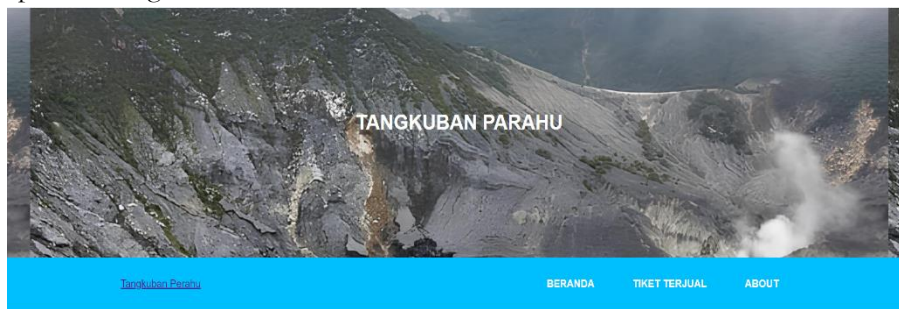


Fig. 1. Home

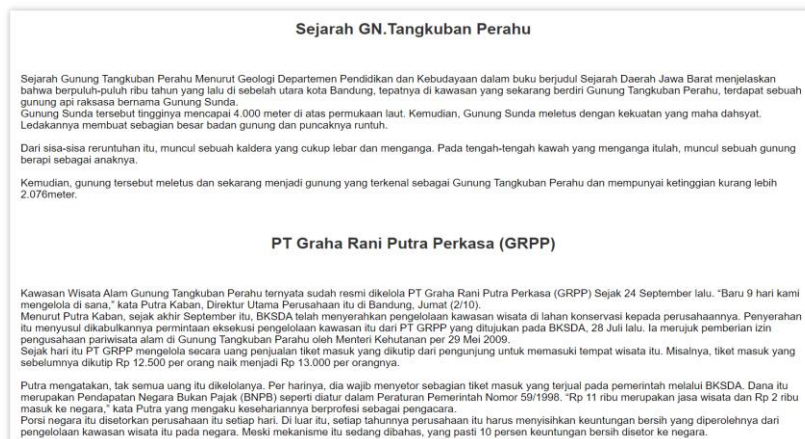


Fig. 2. History Tangkuban Parahu



Fig. 3. Tourist Route

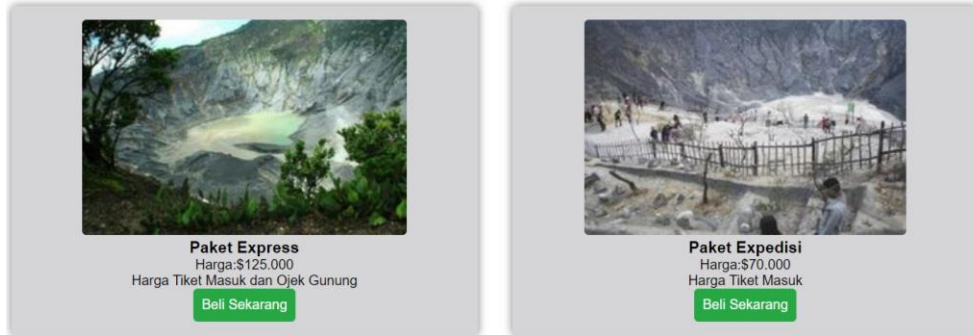


Fig. 4. Ticket

Form Pembelian Tiket

Nama: Alamat: No Telepon: Jumlah Tiket: Pilih Paket:

Fig. 5. Ticket purchase form

Data Pembelian Tiket

ID	Nama	Alamat	No. Telepon	Jumlah Tiket	Paket	Harga Per Tiket	Total Harga	Aksi
6	abd	gatsu	08123	4	express	125.000	500.000	<input type="button" value="Update"/> <input type="button" value="Delete"/>
7	dwi	gatsu	08123	16	expedisi	70.000	1120.000	<input type="button" value="Update"/> <input type="button" value="Delete"/>
8	yahya	maller	08	5		70.000	350.000	<input type="button" value="Update"/> <input type="button" value="Delete"/>

Fig. 6. Ticket Purchase Data

Update Pembelian Tiket

Nama: Alamat: No Telepon: Jumlah Tiket: Pilih Paket: Harga Per Tiket: Total Harga:

Fig. 7. Update

4.2 Discussion

During the development stage, the website prototype was tested periodically with the involvement of local community representatives and tourists to gather feedback and make necessary adjustments. The results indicated that the majority of users found the website easy to use and informative. The online ticket booking system was regarded as a very helpful feature, especially for tourists planning visits from outside the region. Moreover, education about the importance of environmental conservation conveyed through the website has started to raise environmental awareness among visitors. Additionally, ongoing capacity development for the local community through advanced training and mentoring is necessary to ensure that the website continues to provide long-term benefits.

5. Conclusion

The development of the Tangkuban Parahu tourism website was carried out through several stages involving planning, development, implementation, and evaluation. The results of each stage provide important insights into the effectiveness of the approach used and the impact of the website on the local community and tourists.

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