ABSTRACT

DESIGNING E-TOURISM APPLICATION AS PROMOTION STRATEGY OF KEMUJAN ISLAND, KARIMUNJAWA

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Tourism is the engine driving the world economy that is able to contribute to the prosperity of a country, no wonder many efforts and innovations are made to develop tourism itself. Today's modern tourism has accelerated development by the process of globalization and information technology. Kemujan Island is one of Indonesian area, it has tourism potential. Unfortunately, the tourism potential there is not much known by local and foreign tourists. Therefore, there needs to be a promotion and marketing strategy for tourism in Kemujan Island through the use of developing technology, namely the design of e-Tourism applications. In designing e-Tourism applications as a tourism promotion and marketing strategy for Kemujan Island, the writer uses an environmental observation method in Kemujan, especially in each tourist site, a literature study from several related books, questionnaires to correspondents and interviews with related informants. Theories used are tourism theory, e-Tourism theory, application design theory and visual design theory. Based on the results of field observation, interviews, questionnaires and analysis of a visual comparison matrix, the writer will design the e-tourism application as a promotional and marketing strategy for Kemujan tourism.

Keywords: e-Tourism, Application, Tourism Promotion, Kemujan Island