

ABSTRACT

The highest foreign exchange comes from the tourism sector, so it is not surprising that many efforts or innovations have been made to develop tourism itself. Today's modern tourism has been accelerated by the process of globalization and also by the rapid development of information technology. One of Indonesia's regions that has tourism potential is Banten as evidenced by the existence of around 204 Tourist Destinations (ODTW) spread throughout Banten Province. The tourist destinations consist of 84 Natural Tourism Objects, 34 Historical and Cultural Tourism Objects, 24 Artificial Tourism Objects, 9 Living Cultural Tourism Objects, and 48 Art Attractions. Unfortunately, the tourism potential is not yet well known and familiar to both domestic and foreign tourists. Therefore, it is necessary to have a promotion and marketing strategy for Banten tourism through the use of developing technology, namely the design of an attractive e-tourism application design to increase the number of visits and tourist interest in Banten tourism. In designing the design of this e-tourism application, the author uses the User Centered Design (UCD) method which is widely used today. The theories used to develop this application design are e-tourism, visual design theory, application theory, design theory, and marketing theory.

Keywords: e-tourism, application, design, tourism, Banten, UCD