

ABSTRACT

Kliktrip is an online-based travel agent that was founded in 2018 with products being marketed, namely trips & activities. The OTA (Online Travel Agent) business from year to year always increasing, but because tourism conditions have begun to change since the Covid-19 pandemic, Kliktrip sales have decreased from 2020 to the present. This degradation in sales is due to changes in the behavior of Kliktrip consumers, which originally required OTA for weekend trips with family, turned into requiring OTA for business purposes. However, Kliktrip has not made changes to new products and business processes to meet consumer needs after the Covid-19 pandemic. Changes to the website are also needed to make it easier for clients to make transactions without having to confirm product availability at Kliktrip customer service and to find out product updates if there is a change in government regulations. The requirements that are processed in changing Kliktrip's business processes are using PESTLE Analysis to determine the company's external conditions and see opportunities or threats to the company, and benchmarking competitors with the Blue Ocean strategy to create a separate market for Kliktrip. In addition, the required requirements are the company's objectives and the PCF APQC benchmark reference.

In making this Final Project, an integrated system design is carried out in the form of a new business process that is relevant to Kliktrip conditions in accordance with the process change requirements using the Process Business Reengineering (BPR) method. The proposed integrated system design is new B2B products and new business processes. The new business process is the business process of determining user personas by utilizing digital marketing and client ordering business processes that can adapt quickly in the face of changes in government policies or regulations and changes in environmental conditions during the Covid-19 pandemic..

Keyword : Online Travel Agent, Tourism, PESTLE Analysis, Blue Ocean Strategy, Process Business Reengineering