

ABSTRACT

Rembang has tourism potential that is superior to the City Regency of Central Java Province which is around it, namely Blora and Pati. However, based on the Central Java Tourism Book Draft, cultural tourism in Rembang is not very attractive to tourists and tourists who visit Rembang more often experience a decline every year. One of the reasons is that there are still many cultural tourism areas that have not been exposed and utilized by the Rembang Regency government. So, we need a mapping of potential based on geographic information systems that can create new cultural tourism potential in Rembang Regency. In designing geographic information systems the method used is the Scrum method which consists of 6 working steps. The Scrum method was chosen because it is in accordance with the final project that is carried out in a team and is complex. In designing the system, the system verification process is carried out using the greybox testing method which is a combination of blackbox testing and whitebox testing methods. While the validation process is carried out using the User Test Acceptance (UAT) method. The output of the final project is a geographic information system that contains the mapping of cultural tourism potential in Rembang. The existence of a geographic information system as a proposal is expected to be used to determine the distribution of cultural tourism areas in Rembang, and to identify potential and priority areas based on predetermined values. So that this system is expected to help DISPARBUD Rembang as a decision support tool in determining sustainable tourism development.

Keywords: *Rembang, Geographic Information System (GIS), Scrum, Greybox Tesing, User Acceptance Test (UAT).*