

ABSTRACT

The development of technology today is very rapid, making it easier for various activities or work to be done, especially in the tourism sector. The development of website-based applications, especially in the tourism section, has become a convenience for the community, because it helps to order vacation tickets without having to come to the station or airport. This development also has an impact on the Tripinaja application because the application still uses a link shortening platform such as linktree. This has an impact on business processes and services provided to customers. Therefore researchers developed a website-based application to help improve services and business processes at Tripinaja startups. The development of this application uses one of the agile development methods, namely iterative incremental. The use of this method aims to make applications quickly but still adjust to the feedback provided by users. So that the application made can adjust to the changes that occur and can be accepted by the community. This has been proven by tests or evaluations using the UAT method on 15 potential users with each assessment weight being 4 points. The developed application gets a score of 81%, which means that this application can be accepted and used by the community.

Keywords: *travel;iterative incremental;website, user acceptance test,service*