

ABSTRACT

The diversity of umrah travel agencies registered in the Umrah Reporting Information System and Management (SIMPU) of the Ministry of Religious Affairs creates a dilemma for the Indonesian community in choosing organizers that match their financial conditions. To overcome this challenge, an application called Babagi Travel was designed. It is a crowdsourcing-based application, designed as a platform for travel agencies to offer umrah package services to the public. By implementing the crowdsourcing method, travel agencies can share information about their services with prospective pilgrims. Using data from SIMPU of the Ministry of Religious Affairs for the verification process and storing it in the application's database. In this study, the main focus of developing Babagi Travel is the verification module, which handles the registration phase of travel agencies, marketing umrah packages, and verifying the umrah document requirements of the pilgrims. The applied development method is iterative incremental. With this approach, Babagi Travel can evolve flexibly to face changes and improve research efficiency. The results of the study indicate that in the development of the Babagi Travel application, the use of SIMPU Kemenag data in the registration stage ensures the provision of accurate information, as evidenced by User Acceptance Testing. The addition of the director's ID card as a response to feedback enhances the security and authenticity of the information, resulting in effective development iterations. The verification process for Umrah packages by the admin during the marketing stage, along with the feature to view Umrah document requirements, allows Babagi Travel to provide satisfaction and security to prospective pilgrims in choosing packages according to their needs.

Key Words: *Crowdsourcing, Umrah, Verification, Iterative Incremental, Travel*