

ABSTRACT

Tourism can simply be defined as a journey of a person or group of people from one place to another making plans within a certain period with the aim of getting entertainment and learning about the tourist site. One example of tourism is educational tourism or edu-tourism where participants in tourism activities travel to a certain place in a group with the main objectives being to gain learning experiences directly related to the location visited. Tourism can also be a golden opportunity to improve the economy of a country on the other hand it can also help tourists find out more about tourism in a place, one of which is Rembang Regency, according to data from the Central Statistics Agency in 2023, it is known that Central Java province has become the 3rd province with the highest number of visits in 2023 with 106,531,426 visits from the number of visits, Rembang Regency contributed 1,075,960 visits in 2023 which is still quite far when compared to the number of visits by Klaten Regency which occupies the first position of the City / Regency which has the highest number of visits in Central Java. From the data on the number of visits sourced from the Rembang Culture and Tourism Office, the number of tourism visits is mostly occupied by non-educational tourism objects, which makes the author feel the need to improve information about educational tourism objects in order to increase the number of visits to educational tourism objects, on the other hand, because there are not many educational tourism objects, information about educational tourism objects also needs to be developed because many tourists outside Central Java do not know about tourism in Rembang, therefore the author focuses this final project research on improving the Rembang tourism application called Enjoy Rembang to become a bridge of tourist information about educational tourism in Rembang.

In this final project, the author uses the design thinking method, which is a creative strategy process used by designers in the design process. This method is needed by the author because in this final project the author wants to analyze user behavior and needs to create an optimal and informative experience from the Enjoy Rembang application design and the author wants to produce innovative solutions to the problems faced by users when using the Enjoy Rembang application so that the design of the Enjoy Rembang application improvements can increase user satisfaction related to the information obtained from the Enjoy Rembang application. Human point

of View data is obtained from user satisfaction, which is a person's perception and response to the use of a system, product, and service based on the user's own experience by comparing his perception or impression whether the application performance is below expectations or exceeds user expectations.

The final result of this research will later bring up a new application filter, namely the Guide filter, which is a tour Guide feature which will help tourists in traveling in Rembang, an educational tourist attraction feature which later educational tourist attraction tourists can see references to visiting attractions, and educational tour packages on the navigation bar of the Enjoy Rembang application with the aim of educational tourism in Rembang can increase the number of visits by visiting tourists to many educational attractions in 1 tour trip.

The results of the design of the Enjoy Rembang application improvement will certainly make it easier for tourists to analyze the comparison of attractions that can be categorized as educational tourism, and non-educational tourism objects and also increase knowledge related to educational attractions in Rembang with one trip so that information between tourists can be more intertwined and the economic growth of Rembang Regency is much better.

Keywords — Application, Design Thinking, Edu-Tourism, Enjoy Rembang, Tourism.