

ABSTRACT

DESIGN AND DEVELOPMENT OF A TOURISM INDUSTRY WEBSITE FOR BUKIT TANGKEBAN USING THE RAPID APPLICATION DEVELOPMENT METHOD

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Tourism is an essential sector for increasing national revenue, and its development has advanced significantly with the integration of information technology. Bukit Tangkeban Tourism in Pulosari District, Pemalang Regency, is one of the alternative tourist destinations in Pemalang. This tourist attraction offers scenic hill views and various recreational facilities. The development of an information system and online ticket sales website will facilitate tourists in planning their trips. This website will provide event information, tourism details, and a list of attraction prices in Bukit Tangkeban. Based on interviews with Bukit Tangkeban management, this information system website will require several features, such as an event information page, a tourism information page, and a ticket booking page. The Rapid Application Development (RAD) method, with its phases of Requirements Planning, RAD Design Workshop, and Implementation, was chosen for its ability to accelerate software development through rapid iterations. System testing was conducted using Black Box Testing to ensure functionality and customer evaluation with the System Usability Scale (SUS), yielding a score of 78.55 (categorized as excellent). The results of this research are expected to enhance tourism management efficiency and provide a better experience for visitors.

Keywords: *Tourism, Website, Rapid Application Development, Blackbox Testing, System Usability Scale*