

ABSTRACT

Keraton Kasepuhan Cirebon is one of the cultural tourism destinations that plays an important role in preserving cultural heritage and boosting the local economy. However, the Keraton faces challenges in effectively analyzing visitor trends. Currently, there is no data visualization system that presents visit data in an interactive and informative manner. Data analysis is still conducted manually using Excel files, which makes the process inefficient and challenging. This final project aims to develop a data visualization website called “Tren Kasepuhan” using React.js, Chart.js, and Mapbox GL JS to display visitor trends at Keraton Kasepuhan Cirebon. The system enables the Keraton management to monitor and analyze visitation data based on revenue, time, and visitor geography. By utilizing an interactive data visualization system, the presented information becomes easier to understand and supports decision-making for evaluation purposes. The system was developed using the Agile methodology to ensure that the process aligns with user needs. Based on usability testing results, 72% of respondents answered “Strongly Agree” regarding their experience using the “Tren Kasepuhan” website. Furthermore, all functional test scenarios were successfully executed as expected.

Keywords: Data, Website, Data Visualization, Keraton, ” Tren Kasepuhan”