

ABSTRACT

Overland tourism is one type of tourism that many foreign tourists choose based on BPS data for 2019. Tourists who decide the overland method need a tour guide or tour guide to accompany the tourists' trips. Seeing this potential, the Travedia application provides services to accommodate overland needs in the form of recommended tour itineraries and to book tour guides for tourists, mostly foreign tourists. The Travedia application is expected to assist the itinerary planning process for overland tours in Indonesia and make it easier for tourists to find and book tour guides. The Travedia application development uses the throwaway prototyping method because it prioritizes orientation to potential users. Tourists, mostly foreign tourists as potential users, will become early adopters of the Travedia application. The application development uses the throwaway prototyping method divided into four stages: the planning, analysis, design, implementation, and testing stages. Each step of the prototyping throwaway generates artifacts that will be used to develop the Travedia application at the final stage. The main feature of the Travedia application is the recommended travel itinerary based on tourist characteristics. The characteristics of these tourists are divided into costs, time and topics. The implementation of the optimization algorithm is needed to maximize the tourist characteristics parameters. Tour guide bookings can also be made on the Travedia application with the West Java regional Indonesian Tour Guides Association (HPI) as Travedia partners. The research's final result is a website-based Travedia application by implementing a greedy algorithm as an optimization algorithm for the recommendation feature. After testing in the black box and white box, Travedia's features are in accordance with what is expected, especially the recommendation features that can be accessed by 50 users directly by providing a constant response time of 700 to 800 milliseconds.

Keywords: tourism, overland, startup, website application, throwaway prototyping, the optimization algorithm