ABSTRACT

The diversity of travel agencies or organizers registered in the Umrah Information and Management Reporting System (SIMPU) of the Ministry of Religious Affairs has created a situation where Indonesian society experiences confusion in selecting Umrah travel agents that suit their conditions and desires. To address this issue, it is necessary to design a website application called Babagi Travel. Babagi Travel is a crowdsourcing-based website application aimed at providing Umrah travel package services to the public. By utilizing crowdsourcing methods, Umrah travel organizers can market and share information about their services and travel packages with prospective pilgrims. Pilgrims who have completed Umrah journeys through this application can also provide reviews of the travel package services. The feedback provided can assist other individuals in selecting travel packages. Additionally, feedback from pilgrims can serve as an evaluation for Umrah travel organizers regarding the services they provide. This research applies the iterative incremental method in its development process. This approach was chosen to gradually develop new features and address identified shortcomings during the development process of the Babagi Travel application. During iterations, feedback is collected from prospective users to ensure that the application better meets their needs and preferences. The research results demonstrate that Babagi Travel can be an effective solution to address the confusion among Indonesian society in selecting Umrah travel agents that match their needs and preferences. Evaluation from pilgrim feedback using this application can also serve as a guideline for Umrah travel organizers to improve the quality of their services in the future. Thus, Babagi Travel not only provides better services to users but also contributes positively to the Umrah travel industry as a whole.

Keyword: Crowdsourcing, Umrah, Catalog, Iterative Incremental, Travel