

ABSTRACT

Digitalisation has become a key element in modern business. Companies need to adopt it to remain competitive and efficient in the digital era. This research aims to design, develop, and implement an integrated web-based information system in the marketing division of CV Yasuda Jaya Tour, which is also connected to the operational, logistics, and finance divisions. The main purpose of this system is to increase efficiency, reduce errors in data management, and support faster and more accurate decision making. System development is carried out using the Iterative Incremental method, which allows development to be carried out gradually and flexibly in response to changing user needs. Data was collected through interviews with the company and system testing using Blackbox Testing, Usability Testing, and System usability scale (SUS). The testing results of the project show that the information system developed is able to meet user needs with a success rate of 94.8% and an average system usability scale score of 71.5 (grade B). This shows that the system can be used well and is sufficiently understood in the implementation by the company.

Keywords: Digitalisation, Web-based Information System, Marketing Division, Iterative Incremental, CV Yasuda Jaya Tour, Testing.