

ABSTRACT

DESIGN AND BUILD GUCI TEGAL TOURISM INFORMATION SYSTEM WITH MULTIMEDIA DEVELOPMENT LIFE CYCLE METHOD

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Guci Tegal tourism is one of the leading destinations in Tegal Regency, widely known for its natural beauty and the uniqueness of its hot spring tourism, which serves as the main attraction for visitors. However, a significant challenge still faced is the limited availability of online information, which often makes it difficult for tourists to obtain comprehensive data on various important aspects such as tourist locations, available facilities, accommodation options, and other supporting details needed before planning their trip. Based on this issue, this research aims to design and develop a web-based information system that provides more comprehensive information about Guci Tegal tourism, ensuring that tourists can access the necessary details with greater ease and efficiency. The development process utilizes the Multimedia Development Life Cycle (MDLC) method, which consists of six main stages: Concept, Design, Material Collection, Assembly, Testing, and Distribution, ensuring that the system is built using a structured approach that aligns with user needs. In its implementation, the system is developed using the Laravel framework, with programming languages such as PHP, HTML, CSS, and JavaScript, and is supported by a MySQL database to ensure efficient data storage and management. To validate the system's performance, alpha testing was conducted using the Black Box Testing method, which confirmed that all developed features function properly without any significant errors or malfunctions. Additionally, beta testing was carried out using the System Usability Scale (SUS), resulting in an average score of 79.8, which falls under grade B (Good), indicating that the system has a high level of usability and has received positive feedback from users. With the implementation of this information system, it is expected that tourists will gain easier, faster, and more accurate access to information regarding Guci Tegal tourism, ultimately increasing visitor interest and contributing to the growth of the tourism sector in the region. Moreover, this system has the potential to serve as an effective tool for the Tourism Office, enhancing their promotional strategies by enabling them to present information in a more modern and structured manner, thereby increasing the visibility and attractiveness of Guci Tegal to a wider audience and attracting more tourists to visit..

Keywords: MDLC, Guci Tegal, website, Laravel, Usability