

ABSTRACT

Advances in digital technology are driving innovation in various sectors, including tourism and hospitality. The Smart Tourism and Hospitality Center of Excellence (CoE) needs a digital platform that is able to deliver information and innovations in an interactive and up-to-date manner. This project aims to develop the front-end of the CoE STH website as a means of information dissemination, program promotion, and activity documentation. The development was carried out using the Laravel and React.js frameworks with the Waterfall method systematically. The author acts as a front-end developer in translating the UI/UX design into a dynamic interface and integrated with the API. The final result is a website with a clear navigation structure, attractive appearance, and real-time content management features for the admin. Usability and functionality testing showed that the system meets the needs and expectations of users. This development is expected to improve information accessibility and support the digital transformation process of STH CoE.

Keywords: Front-end, UI/UX, Website, RuteX, User, Admin