EXPLORE
Vol. 16 No. 2, July 2026, hlm. 118-126
ISSN : 2656-615X (Media Online), ISSN : 2087-894X (Media Cetak)
DOI : https://doi.org/10.35200/exp.v16i2.3

Development of a Web-Based Tourism Ticket Sales Application in Sasak Sade Hamlet

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ARTICLE HISTORY
Received: June 07, 2021
Revised: July 05, 2021
Published: July 29, 2021

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ABSTRACT

Manual ticket sales in cultural tourism destinations often lead to slow service, high recording error rates, and delayed financial reporting. In Dusun Sasak Sade, Rembitan Village, ticket administration still relies on conventional paper logbooks, hindering operational efficiency and data transparency. This study aims to develop and evaluate an integrated web-based tourism ticketing system specifically designed for Dusun Sasak Sade. The system was engineered using the Waterfall software development life cycle, integrating ticket inventory, visitor registry, transaction processing, and automated reporting into a cohesive platform built with Laravel 12 and MySQL. System architecture was formally modeled using Unified Modeling Language (Use Case and Activity Diagrams) and Entity Relationship Diagrams to ensure data normalization and referential integrity. The platform features a responsive administration dashboard for real-time monitoring and a public-facing portal for ticket inquiries. Functional validation was conducted using Black Box testing across 21 test scenarios covering authentication, master data CRUD operations, sales transactions, and multi-period report generation. The testing results demonstrated a 100% success rate with zero execution errors across all operational test cases. This implementation successfully mitigates record duplication and manual delays, offering a robust digital foundation for cultural tourism management

Keyword: Cultural Tourism; Laravel 12; Sasak Sade; Ticketing System; Waterfall

How to Cite: [Caption completed by the editor]

1. INTRODUCTION

Cultural tourism is a primary driver of the regional economy as well as a strategic medium for introducing and preserving local culture for visitors. Cultural destinations such as Dusun Sasak Sade in Rembitan Village, Central Lombok, offer the uniqueness of traditional houses, weaving traditions, and the local wisdom of the Sasak community, making it a popular destination for both domestic and international tourists[1], [2]. As the number of visitors increases, the need for fast, accurate, and integrated ticketing services becomes increasingly important to support the operational sustainability of the destination. However, field observations indicate that ticket sales at Dusun Sasak Sade are still conducted manually using transaction books, which can slow down services, increase the likelihood of recording errors, and complicate data reporting for management. This condition directly has the potential to reduce the quality of service provided to tourists and decrease the operational efficiency of the tourist attraction managers.

Digital transformation through the implementation of web-based ticketing applications is positioned as a strategic solution to accelerate transaction processes, improve data accuracy, and provide automatic and real-time reporting. Various studies show that the application of information technology in cultural tourism attraction management can improve service efficiency, accelerate transactions, and facilitate data management and reporting[3]. In the local context of Lombok, the use of modern frameworks such as Laravel and a MySQL database can offer organized code structures, ease of maintenance, and scalability relevant to handling growing transaction volumes. Tourism digitalization has become a global trend where integrated data consolidation enables more accurate and efficient operational performance analysis and financial reporting[3].

In a broader context, research related to digitalization in the tourism destinations of Lombok and Mandalika indicates that digital pathways, digital branding, and digital infrastructure play a crucial role in sustainable tourism development, although challenges remain in the form of limited digital infrastructure and uneven technology access[2], [4] The policy and digitalization vision in Lombok, including the development of the Mandalika Special Economic Zone (SEZ) and tourism villages, demonstrates the potential for integrating digital platforms for promotion, information access, and destination management; however, maximizing its utilization still requires strengthening technical implementation at the operational level[5], [6], [7].

Although many previous studies have discussed web-based ticketing solutions in the tourism sector in general, there is still a significant research gap. First, no study has explicitly integrated ticket management, visitor data, transactions, and reporting into a single system for local cultural tourist attractions like Dusun Sasak Sade, including the need to link operational data with integrated financial and operational reporting. Second, most previous studies emphasize service efficiency or digital promotion but lack an assessment of how a Laravel 12 and MySQL-based architecture design can meet the unique ticketing management needs of Sasak cultural attractions—including admin authentication, visitor data management, and automated reporting modules. Third, some research on tourism digitalization in Lombok discusses policy, promotion, and digital accessibility aspects broadly, but has not specifically tested the technical implementation (framework, database, and functional testing methodology) on a cultural tourism ticketing system in Central Lombok[6]. Fourth, automated reporting and ease of data retrieval in cultural ticketing systems remain challenges when applied to the unique cultural context of Sasak Sade, thus requiring an integrated approach that combines database design (ERD) with modern software design principles to ensure scalability and maintainability.

From a state-of-the-art perspective, modern web development frameworks like Laravel 12 offer modular architecture, security, and rapid development capabilities for medium to large-scale CRUD applications. The use of Laravel alongside MySQL is a common combination for web-based information systems requiring authentication, data management, and structured reporting. Waterfall-based software design remains relevant for projects with clear specifications and stable requirements, especially when requirements analysis, data design (ERD), and functional testing are the main focus of the development process. Black Box Testing is currently recognized as effective for validating that the system meets user needs without examining internal implementation, making it suitable for evaluating the functionality of tickets, transactions, and reports.

Based on the above exposition, the main contribution and novelty of this research lie in the development of a web-based tourism ticketing application that explicitly integrates ticket data management, visitor data, sales transactions, and reporting modules into a single system based on Laravel 12 and MySQL, specifically tailored to the needs of Dusun Sasak Sade as a Sasak cultural destination in Central Lombok. This study adopts an in-depth requirements analysis approach, design using UML and ERD to ensure data structures and process flows consistent with user needs, and functional testing with Black Box Testing to guarantee that functionality aligns with user expectations. Another novelty lies in the local context: the adaptation of a web-based ticketing solution tailored to the cultural characteristics of Sasak Sade, thereby promoting the digitalization of cultural tourism attraction management with the potential to improve service quality, data accuracy, and reporting automation at the tourism village level.

The general objective of this research is to develop a web-based tourism ticketing application for Dusun Sasak Sade, Rembitan Village, Central Lombok, which integrates ticket, visitor, transaction, and report management with a Laravel 12 and MySQL-based architecture. Specifically, this study aims to: (i) analyze user needs through observation and literature studies to formulate core features including admin authentication, ticket management, visitor management, sales transactions, and reporting; (ii) design the system architecture using UML (Use Case Diagram, Activity Diagram) and ERD for the database structure; (iii) implement the application using Laravel 12, PHP, and MySQL according to the design; (iv) test the system functionality through Black Box Testing and evaluate its alignment with user needs; and (v) assess operational impacts such as service speed, data accuracy, and ease of report generation post-implementation. Practically, this application is expected to improve service efficiency, maintain transaction data accuracy, facilitate data retrieval and automated report generation, and support the digitalization of cultural tourism attraction management in Dusun Sasak Sade.

2. RESEARCH METHODS

2.1 Research Methodology and Development Model

This study employs a Research and Development (R&D) approach using the Waterfall software development model. The Waterfall model is chosen because it offers a systematic and sequential workflow encompassing requirements analysis, design, implementation, testing, and evaluation, ensuring each phase is thoroughly completed before proceeding to the next[8], [9], [10]. This framework guarantees alignment between user requirements and the final product, particularly for an integrated system managing tickets, visitors, transactions, and reports. The research stages are executed sequentially, starting with a literature review, requirements analysis through field observations, system design using Unified Modeling Language (UML) including Use Case and Activity Diagrams as well as Entity

Relationship Diagrams (ERD), application implementation using Laravel 12 and MySQL, to functional testing using Black Box Testing to ensure functional compliance with user needs[9].

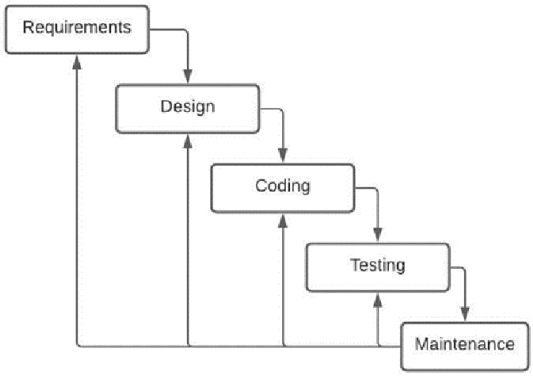


Figure 1. System development model using the Waterfall approach

2.2 Data Sources and System Input Design

The primary data source in this study is derived from direct observation of the ticket sales process at Dusun Sasak Sade, Rembitan Village, Central Lombok, aiming to empirically identify functional requirements and system workflows. Additional data is obtained through literature studies on the implementation of web-based ticketing systems in cultural tourist attractions and data management practices covering tickets, visitors, transactions, and reports within modern frameworks like Laravel and MySQL[3]. The input data managed by the system includes ticket data (ticket type, price, capacity), visitor data (name, identity, contact), transaction data (date, quantity, total), and report data (sales summaries and estimated visit trends). The database design via ERD is structured to integrate these entities consistently to support Create, Read, Update, Delete (CRUD) operations and automated reporting. Since the research focus lies in design and implementation, no specific external dataset is required; operational data is generated through user and admin input simulations according to the designed ERD schema, without relying on actual sensitive data, serving as material for testing system functionality.

2.3 System Architecture and Design Modeling

The core architecture of this study is built upon the Laravel 12 framework as a PHP-based web framework, with MySQL as the relational database management system, and the Model-View-Controller (MVC) architecture commonly used for medium-scale CRUD applications. The selection of Laravel is positioned to guarantee modularity, security, and ease of code maintenance in managing ticket, visitor, transaction, and report data[11], [12] System design is conducted using UML, including Use Case and Activity Diagrams, to map functional requirements and business process flows, as well as ERD to organize the database structure. The user interface design is planned to be intuitive for both admins and visitors, focusing on admin authentication, ticket and visitor data management, sales transactions, and automated reporting[8].

Architecturally, the Model component represents ticket, visitor, transaction, and report data; the View displays the interface for admins and visitors; while the Controller manages workflow logic such as authentication, ticket and visitor CRUD operations, transaction recording, and report generation. The database design follows an ERD integrating main entities—tickets, visitors, transactions, and reports—ensuring that data retrieval, updates, and report generation can run seamlessly and be easily maintained. This design concept aligns with best practices for database design in web-based ticketing systems[13], [14] The Use Case and Activity Diagrams depict interactions between actors (Admin and Visitor) and the system, covering authentication scenarios, ticket management, visitor management, transaction processing, and report generation, whereas the ERD illustrates inter-entity relationships along with the main attributes required to support CRUD functionality and reporting.

2.4 System Evaluation Metrics

System evaluation is conducted through three main metrics. First, functional performance is measured through Black Box Testing, which assesses whether the system meets user needs in terms of authentication, ticket management, visitor management, sales transactions, and reporting without examining internal implementation[15]. Second, operational efficiency is evaluated based on improvements in ticket service speed, transaction data recording accuracy, and the ease of automated report generation compared to previous manual processes, aligning with literature findings stating that ticket service digitalization tends to improve operational efficiency and reporting quality[3]. Third, scalability and maintainability are analyzed theoretically based on the argument that Laravel 12 and MySQL offer modular architecture and ease of maintenance relevant to growing transaction volumes, although empirical evaluation refers to the results of functional testing and post-implementation operational evaluation[12].

2.5 Experimental Environment and Testing Setup

The software environment used in the experiment includes PHP with the Laravel 12 framework, MySQL as the Database Management System (DBMS), and Black Box testing tools for functional evaluation. Testing is conducted in stages on each main module, namely authentication, ticket management, visitor management, transactions, and reports. Hardware and software configurations are not explicitly restricted to specific specifications; generally, the experiment is run on a local server or staging environment with sufficient capacity to handle medium transaction patterns. The use of relevant literature indicates that such configuration is common practice in testing Laravel and MySQL-based CRUD systems, allowing test results to be generalized to actual production environments[12].

3. RESULTS AND DISCUSSION

3.1 System Implementation Results

The web-based tourism ticket sales application has been successfully implemented using Laravel 12 with PHP and MySQL, following the Model-View-Controller (MVC) architecture and an Entity Relationship Diagram (ERD) design that integrates ticket, visitor, transaction, and report data seamlessly. The implementation phase encompasses the development of the admin authentication module, ticket management module, visitor management module, sales transaction recording, and sales report module, all interconnected within a single application ecosystem[11], [12]. The core features developed include the admin login process, Create, Read, Update, Delete (CRUD) operations for tickets and visitors, the ticket sales transaction process, and automated report generation. All these features were tested using the Black Box Testing approach on each main function to ensure the system outputs align with user requirements without examining internal implementation details[15].

3.2 Use Case Diagram

The functional design of the system is visualized through a Use Case Diagram depicting the interaction between two main actors—namely the Admin and the Visitor—with the tourism ticket sales system. As shown in Figure 1, the Admin actor has full access rights to five main use cases: Login/Authentication, Manage Ticket Data (CRUD), Process Sales Transactions, Generate Sales Reports, and Manage Visitor Data (CRUD). Meanwhile, the Visitor actor interacts with the system through the View Ticket Information and Visitor Registration use cases. The include and extend relationships, visualized with dashed arrows, indicate that the Process Sales Transactions use case inherently includes (include) Manage Visitor Data and can be extended (extend) by Visitor Registration when a new visitor makes a purchase. This diagram serves as the foundation for validating system functionality during the Black Box Testing phase.

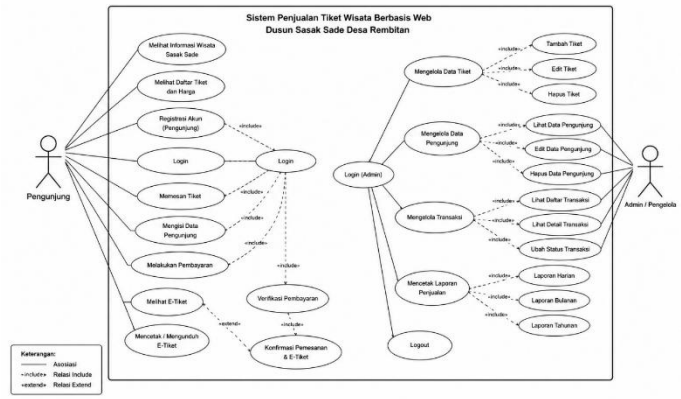


Figure 2. Use Case Diagram

3.3 Entity Relationship Diagram (ERD)

The system's database structure is designed using an Entity Relationship Diagram (ERD) that integrates five main entities, namely USERS, VISITORS, TRANSACTIONS, TRANSACTION_DETAILS, and TICKETS, as shown in Figure 3. The USERS entity is utilized for authentication and access rights management of system user accounts (administrators and visitors). The VISITORS entity records tourist identity data, including full name, email address, phone number, and the estimated number of visitors in the group. The TICKETS entity stores master data regarding the available tourism ticket variants, along with attributes such as price, ticket stock quota, and ticket information description..[13], [14].

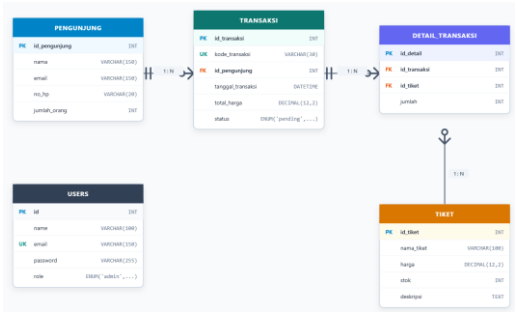


Figure 3. Entity Relationship Diagram (ERD)

The ticket ordering process is modeled through the TRANSACTIONS and TRANSACTION_DETAILS entities. The TRANSACTIONS entity records general purchase transaction data, including a unique transaction code, transaction time, total payment value, and transaction status, with the foreign key visitor_id referencing the VISITORS entity in a one-to-many (1:N) relationship. To accommodate the purchase of multiple ticket variants in a single transaction while resolving the many-to-many relationship between TRANSACTIONS and TICKETS, the TRANSACTION_DETAILS associative entity is implemented. This entity stores the attribute for the quantity of tickets purchased and connects the primary keys via the foreign keys transaction_id and ticket_id in a one-to-many (1:N) relationship. Managerial reporting needs are not stored in a separate table, but are generated dynamically and automatically through database query aggregation on transaction data. All relationships are designed using crow's foot notation to ensure referential integrity, prevent data redundancy, and support efficient Create, Read, Update, Delete (CRUD) operations.

3.4 System Interface Implementation

The results of the system interface implementation are visualized in Figure 4, which displays the Administration Dashboard page of the Sasak Sade Tourism Ticketing System application. This interface is built using Laravel 12 with a responsive design that adopts a sidebar and top-bar navigation pattern. The sidebar panel provides quick access to six main modules: Dashboard, Ticket Data, Visitor Data, Transactions, Reports, and Settings. The main content area displays four colored statistical cards presenting real-time information: total tickets sold today, total visitors, daily revenue, and the number of active transactions. Below it, the latest transaction data table displays chronological information of ticket purchases along with payment statuses, while a line chart visualizes the weekly visitation trends. This interface design is crafted to support rapid and accurate managerial decision-making, aligning with user-centered design principles that emphasize ease of use for cultural tourist attraction managers[11], [12].

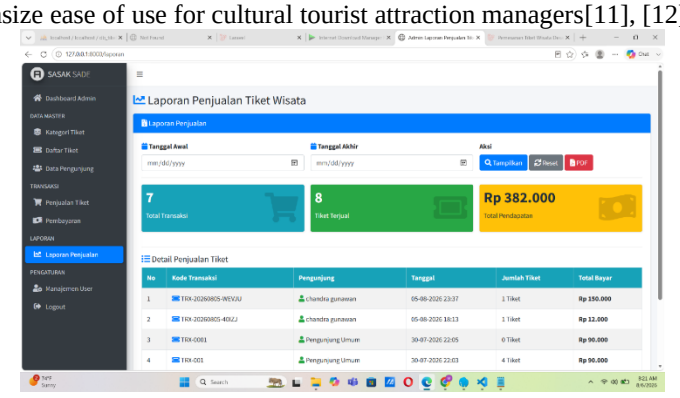


Figure 4. Administration Dashboard View of the Sasak Sade Tourism Ticketing System

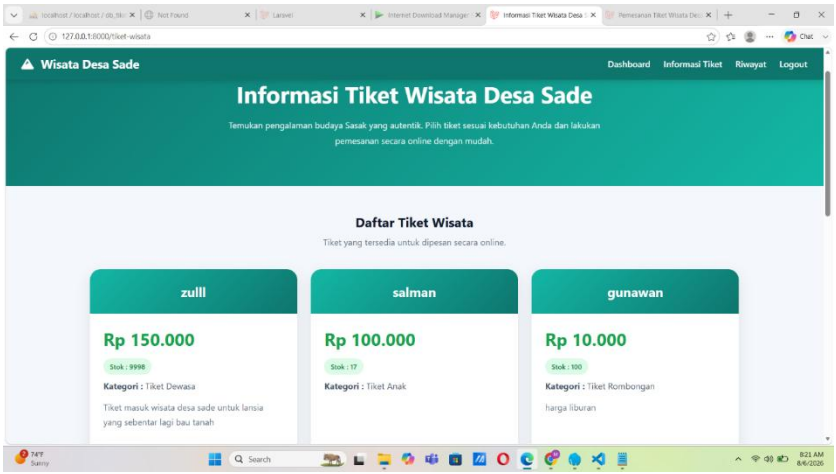


Figure 5. Tourism Ticket Price List.

3.5 Functional Testing Using Black Box Testing

Functional testing was conducted systematically on the five main modules of the system. First, in the admin authentication module, testing covered the verification of successful and failed access, admin-level access rights, and protection against access without adequate authentication. Second, the ticket management module was tested to ensure that Create, Read, Update, Delete (CRUD) operations on ticket attributes (ticket type, price, capacity) function according to the designed ERD schema and Use Case. Third, the visitor management module validated the visitor registration process, the storage of identity and contact data, and the linking of visitor data to ticket transactions. Fourth, the sales transaction module was tested to verify the workflow of ticket selection, visitor quantity input, total price calculation, transaction storage, and ticket issuance through a digital trail. Fifth, the reporting module validated the system's ability to generate daily, weekly, and monthly sales reports, summaries of tickets sold, and visitation trends extracted automatically from transaction data.

Table 1. System Testing Using the Black Box Method

No.	Feature Tested	Test Scenario	Input	Expected Output	Test Result	Status
1	Admin Login	Admin logs in using correct credentials	Valid username and password	System accepts the login and displays the Admin Dashboard	Admin Dashboard is successfully displayed	Passed
2	Admin Login	Admin logs in using incorrect credentials	Invalid username/password	System rejects the login and displays an error message	Login is rejected and the error message is displayed	Passed
3	Authentication	User attempts to access the admin page without logging in	Admin page URL	System redirects the user to the login page	Unauthenticated access is denied	Passed
4	Ticket Data	Admin adds a new ticket	Ticket type, price, capacity, status	Ticket data is saved and displayed in the ticket list	Ticket data is successfully added	Passed
5	Ticket Data	Admin views ticket data	Select Ticket Data menu	System displays the stored ticket list	Ticket data is successfully displayed	Passed
6	Ticket Data	Admin edits ticket data	Selected ticket data and modified data	System updates the ticket data	Ticket data is successfully updated	Passed
7	Ticket Data	Admin deletes ticket data	Select ticket data and confirm deletion	Ticket data is deleted from the system	Ticket data is successfully deleted	Passed
8	Visitor Data	Visitor registers	Name, identification number, contact, visit date	Visitor data is stored in the system	Data is successfully saved	Passed

9	Visitor Data	Admin views visitor data	Select Visitor Data menu	System displays visitor data	Visitor data is successfully displayed	Passed
10	Visitor Data	Admin edits visitor data	Visitor data and modified data	System updates the visitor data	Data is successfully updated	Passed
11	Visitor Data	Admin deletes visitor data	Select visitor data and confirm deletion	Visitor data is deleted	Data is successfully deleted	Passed
12	Ticket Information	Visitor views ticket information	Select ticket menu/information	System displays ticket types, prices, capacity, and related information	Ticket information is successfully displayed	Passed
13	Sales Transaction	Admin selects a ticket for a transaction	Ticket type	System displays the selected ticket	Ticket is successfully selected	Passed
14	Sales Transaction	Admin enters the number of tickets/visitors	Number of tickets	System calculates the total price based on the number of tickets	Total price is displayed according to the number of tickets	Passed
15	Sales Transaction	Admin saves a transaction	Ticket data, visitor data, number of tickets	Transaction is saved and recorded in the transaction history	Transaction is successfully saved	Passed
16	Sales Transaction	System links the transaction with visitor data	Ticket ID and visitor ID	Transaction data is linked to ticket and visitor data	Data relationship is successfully stored	Passed
17	Sales Report	Admin views the daily report	Select daily period	System displays a summary of daily transactions and sales	Daily report is successfully displayed	Passed
18	Sales Report	Admin views the weekly report	Select weekly period	System displays a summary of weekly sales	Weekly report is successfully displayed	Passed
19	Sales Report	Admin views the monthly report	Select monthly period	System displays a summary of monthly sales	Monthly report is successfully displayed	Passed
20	Sales Report	Admin views the number of tickets sold	Select sales report	System displays the number of tickets based on transaction data	Number of tickets sold is successfully displayed	Passed
21	Sales Report	Admin views the visitor trend	Select visitor report/trend	System displays visitor trend information based on transaction data	Visitor trend is successfully displayed	Passed

The functional testing results indicate that all primary scenarios operate according to user requirements for the ticket transaction flow, transaction data recording, and automated report generation. Testing was conducted in a development environment using simulated data that adheres to the ticket, visitor, transaction, and report entity schemas, thereby ensuring the validity of the system's functionality prior to implementation in a production environment[15]

3.6 Operational Performance

From an operational performance perspective, the ticket service response time—ranging from ticket purchases and transaction data searches to report generation—is delivered through a responsive administrative interface, facilitated by the use of Laravel 12 technology with MySQL data access. Qualitative observations indicate an improvement in service speed compared to previous manual processes, aligning with literature findings that confirm digital transformation consistently enhances operational efficiency in the tourism sector[3]. In terms of data accuracy, transaction records and visitor data are stored consistently through integrated ERD relationships, thereby minimizing the duplication and recording errors commonly associated with manual entry. The ease of reporting is also achieved through the system's capability to automatically generate financial and operational reports from the integrated

database, enabling evaluators to monitor visitation trends and ticket sales performance without the need for manual data compilation.

3.7 Analysis and Interpretation of Results

The functional testing results confirm that the core features—admin authentication, ticket management, visitor management, sales transactions, and reporting—function according to the user expectations identified during the requirements analysis phase through field observations. These findings support the primary objective of the research, which is to provide an integrated system that accelerates services and facilitates reporting for cultural tourist attraction managers[8]. The implementation based on Laravel 12 and MySQL theoretically promises a modular and maintainable architecture capable of handling growing transaction volumes, aligning with literature findings on the benefits of modern frameworks and relational databases in web-based ticketing systems[11].

Data integration realized through the ERD ensures that ticket, visitor, transaction, and report data are stored within a single cohesive system, enabling easier data retrieval, automated reporting, and data consistency across entities. The success of this integration serves as a direct response to the gap identified in previous studies regarding the lack of integrated systems for local cultural tourist attractions[3]. In the context of Dusun Sasak Sade, a cultural destination with a need to preserve local wisdom, automated reporting enables continuous monitoring of destination performance while supporting operational planning, promotion, and policy formulation for the tourism village management. This aligns with state-of-the-art trends in tourism digitalization, which emphasize data integration and reporting automation for improved decision-making[3].

3.8 Comparison with Previous Studies

Compared to previous studies that discuss web-based ticketing solutions in general, this research offers novelty through the full integration of ticket, visitor, transaction, and reporting modules within a single system specifically designed for Sasak cultural tourist attractions in Central Lombok. The implementation results demonstrate that this integrated solution is capable of overcoming the limitations identified in previous studies, which generally did not test technical integration (Laravel 12 + MySQL + ERD) specifically within the Sasak cultural context[3]. From a methodological perspective, the use of the Waterfall model as a development framework, accompanied by UML/ERD for design and Black Box Testing for functional evaluation, aligns with best practices published in the literature regarding sequential software development and user requirement-based functional evaluation[10].

4. CONCLUSION

This study successfully designed, implemented, and tested a web-based tourism ticketing application for Dusun Sasak Sade using the Laravel 12 framework and MySQL with a Waterfall approach, which has proven effective in integrating ticket, visitor, transaction, and reporting modules to address inefficiencies, recording errors, and service delays inherent in manual systems. The functional success of the system, validated through Black Box Testing, provides practical contributions by improving data accuracy, service speed, and reporting transparency for tourism village managers, while simultaneously enriching the literature on the digitalization of local cultural destinations. As a direction for future development, this research recommends the integration of a digital payment system (payment gateway) and QR Code-based e-ticketing, conducting load testing in a real production environment to adapt to local network infrastructure, and the addition of predictive analytics modules to support more proactive and sustainable operational management and destination promotion strategies.

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