ABSTRACT

Utilization of technology has been applied in various fields, one of them in business activities. Currently the company is already utilizing technology to support the activity in the company. The use of the system also has become the company's demands to be competitive. But there are still companies that have not implemented and utilize technology to support its business activities. So that the business process is still done in a way that is still conventional.

This study aims to find out the business process of ordering and delivering the current Kraka Tour & Shuttle information, knowing the description of reservation and ticket sales based on SWOT analysis on Weakness element, Making recommendation of Kraka Tour & Shuttle business process model using use case diagram, use case scenario, and activity diagram based on SWOT analysis result, making the development of business process flow about travel reservation and ticket sales become Web based prototype.

The research method used is qualitative. Primary data collection is done by digging information through interviews of ten resource persons namely passengers and one operational manager who served in Kraka Tour & Shuttle.

The result of the research concludes that ticket booking system by Kraka Tour & Shuttle still use conventional system, besides there are still many problems faced by Kraka Tour & Shuttle company in doing marketing. In this research, the development of the ticket reservation business process process has been developed until the recommendation of the ticket reservation system design model based on the SWOT and UML analysis result and the user interface as a visualization that can facilitate the customers who will use the system as the proposed solution to solve the problems experienced by the company.

Keywords: *System Development, conventional, System Recommendations, SWOT analysis, Unified Modeling Language, User Interface*