

## ***ABSTRACT***

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*This project discusses a startup called Ngellok and also a case study of making a website application for Ngellok services. Ngellok is a platform in the form of a website application that functions to facilitate and provide convenience for budget hotels to be able to switch to digitization by using Ngellok services to develop the occupancy of the jasmine hotel. The products provided are in the form of hotel digital marketing, budget traveling and souvenirs. In addition, there is a budget traveling feature to make it easier for vacation tourists and get the appropriate budget so that it also satisfies the user to enjoy an interesting tour, for these souvenirs to make souvenirs because they have been on vacation in that place, as well as the digital marketing of this hotel for help hotels have good marketing so that the business they run gets an increased occupancy from before. So that Ngellok Partners can survive in this pandemic era by being able to use Ngellok more easily and efficiently according to the problem formulation raised in the Ngellok startup case study.*

*Keywords: Local, Budget Hotel, Digital Marketing Hotel, Budget Traveling, Souvenirs*