

## **ABSTRACT**

*Industry 4.0 is a technological revolution that gave birth to digital technology. The impact of the development of digitalization is very influential on the existing sectors in the State of Indonesia, including the tourism sector. Tourism itself is a sector that is very influential on economic growth in the country. According to the Ministry of Tourism and Creative Tourism, the tourism sector has experienced a decline in GDP in Indonesia so that by taking advantage of the development of the digital economy and the wealth of tourist destinations in Indonesia, the Indonesian economy will improve and return to normal. This can be done by utilizing areas in Indonesia that have natural tourism potential but are still rarely visited. Rembang Regency is one of the regencies in Indonesia that has many natural tourist attractions. From some of these natural tourist sites, there are still locations that have minimal visitors and almost never been visited, due to the lack of support for tour packages which is an obstacle for tourists to know the route and characteristics of the right tourist attraction. The purpose of this study is to identify the characteristics of each tourist attraction and arrange tour packages based on distance, direction of tourist sites, costs, operating hours, and ratings of the tourist attractions. The method in this study is the K-Means Clustering method which is supported by using the R-Shiny Interface visualization in R-Studio with the R programming language. Against the data, the silhouette results are obtained when  $K = 5$  which means it produces 5 choices of nature tourism packages in Rembang Regency with different characteristics of tourist sites.*

**Key words – [System Recommendation, K-Means, Tour Package, Rembang Regency]**