ABSTRACT

At this time, Indonesia is one of the countries that has diverse tourism potential and it is not uncommon for tourists to come to visit various regions in Indonesia. According to the World Travel & Tourism Council (2012), tourism activities have a direct impact that can be seen such as the establishment of new businesses in the tourism sector. The establishment of new businesses in the tourism sector is very diverse, one of which is by establishing a tour and travel business. PT. Just A Trip is a company engaged in the tourism sector, especially the East Nusa Tenggara (NTT) area as a provider of tour services or travel agents. With so many tours available in NTT, PT. Just A Trip will offer three choices of tour packages for tourists who want to visit NTT. Tour packages have a function to make it easier for tourists to enjoy tourist trips such as providing tourist destination information, determining tourist destinations, and travel costs. For that, PT. Just A Trip plans to increase the number of new tour packages that will be offered to tourists. In the process of forming a tour package, PT. Just A Trip has several obstacles such as the very long process of forming a tour package, many tourist destinations, changing customer requests, and the absence of an information system that can assist in determining tour packages. In overcoming these problems, the aim of this final project is to design a decision support system for determining tour packages at PT. Just A Trip, which can make it easier for companies to determine the best tour packages according to customer criteria and costs. The process of determining the best tour package will use the Analytical Hierarchy Process (AHP) - Technique for Order Preference by Similarity to Ideal Solution (TOPSIS) method. In the calculation of the AHP method, it will be used in determining the weighting of the best criteria, and the TOPSIS method will be used in determining the best alternative. The method that will be used in designing the system is using the Rapid Application Development (RAD) method. This model is used because it can involve the user in designing a system that suits user needs and can be repaired repeatedly to minimize errors in the system and get a system that fits the needs. The results obtained in this final project is a decision-making system in determining tour packages at PT. Just A Trip. The benefit of the results of the

system design is that it can help the company in determining the best tour package according to the criteria and costs owned by the customer.

Keyword: Tourism, Analytical Hierarchy Process, Order Preference Techniques Based on Similarity with Ideal Solutions, Tour Package Determination System