

## ABSTRACT

*Rembang Regency already has an application with Rembang tourism content, namely Enjoy Rembang. However, there are some comments and suggestions for improvement for the application to enjoy Rembang with more complete information, Rembang Regency has a natural tourism potential that is not yet fully complete, not yet known by people inside and outside Rembang Regency, one of the first steps in developing tourism potential in an area is through tourism potential. The purpose of this study is to design a geographic information system for mapping the potential of natural tourism in Rembang Regency.*

*The methodology used in this study is the SCRUM method with research stages in 4 main stages, namely the data collection stage using 3 techniques, namely observation, literature study and interviews, the next is the system design stage, the evaluation and analysis stage of the design results and the last stage is the conclusion stage. and advice. The SCRUM stage begins with stakeholders, then a product backlog, sprint planning, sprint execution, then sprint review and sprint retrospective are made.*

*The results of this study are the geographic information system of natural tourism potential in Rembang Regency, the tests carried out using the user acceptance test (UAT) get a percentage of 84% and can be categorized that the system is very feasible, the test is also carried out using the greybox, the results are all functions on the the system can run properly, so that the system has succeeded in carrying out system functions as expected by the user.*

*From the results of the research that has been carried out, it is hoped that the geographic information system for mapping the potential of natural tourism can help the Rembang Regency Government in developing the tourism industry in the area of natural tourism objects, especially in each sub-district.*

**Keywords — Tourism, Rembang Regency, Geographic Information System (GIS), Scrum.**