

ABSTRACT

Business digitalization is a process that changes communication, interaction and all things related to the company from business that are usually done manually go digital. In the current technological era, companies have started digitizing their business so that everything is done efficiently, especially in the Indonesian tourism sector. Furthermore, with this research we have a goal of knowing the method the right design thinking to get website-based digitalization results at the Just A Trip company.

This research was conducted to business digitalization for companies engaged in the tourism sector, this is because in 2019-2020 this company received a major impact from the influence of the global disease Covid-19 which made all the tourism sector died and did not operate in that year. then in early 2021 this company revived with new Investors who re-branded and changed all systems.

This study uses primary and secondary data using the design thinking method. Design thinking is an iterative process of trying to understand the user, questioning assumptions, and redefining the problem in an effort to determine alternative strategies and solutions that may not be immediately apparent at the initial level of understanding. The design thinking process consists of 5 stages, namely empathize, define, ideate, prototyping, test. However, this research is limited only to the prototyping process. By implementing design thinking, many benefits can be obtained in improving the company's innovation process.

Keywords : Design Thinking, Toursim, Business Digitalization