

CHAPTER I INTRODUCTION

I.1 Background

Banyuwangi Regency is one of the regencies in East Java Province located at the tip of Java Island and directly adjacent to the Bali Strait. With an area of 5,782.50 km², it is the largest regency in Java. As one of the districts that have the widest area, According to Purwowibowo (2020), “The development of Banyuwangi district to become an important destination for local and foreign tourists is inseparable from the efforts of the local government and all its people to carry out various promotional measures”. Banyuwangi Regency has many promising tourist destinations, including Ijen Crater as a natural tourism object, Cacalan Beach as a marine tourism object, and Gandrung Terracotta as a cultural tourism object which is an attraction for tourists to visit. came to Banyuwangi Regency. The development of the number of tourists visiting Banyuwangi Regency can be seen in the figure I-1:

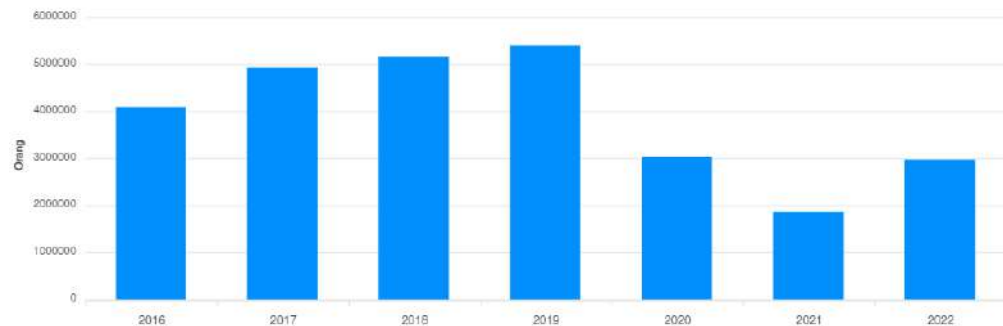


Figure I-1 Growth of Tourism Visitors in Banyuwangi Regency

(Source: Banyuwangi Satu Data For 2022)

According to Suwena & Widyatmaja (2017), there is a relationship between the growth in the number of tourists and information accessibility. If an area has tourism potential, adequate accessibility must be provided so that the area can be visited by tourists. The existence of easy accessibility to be able to obtain information and visit it makes the attractiveness of a tourist area.

According to Wolah (2016), Tourism promotion influences the process of providing information to tourists. One of the promotion strategies of the Banyuwangi Regency Government is to introduce the tourism sector in Banyuwangi Regency by using the web and mobile-based applications. Banyuwangi Regency itself already has an application called "Banyuwangi Tourism App" which contains tourism information in Banyuwangi Regency. The application was launched by the Banyuwangi Regency Government on January 5, 2020, and this application is available on the Google Play Store which can be downloaded for free. Information about the "Banyuwangi Tourism App" available on the Google Play Store can be seen in figure I-2.

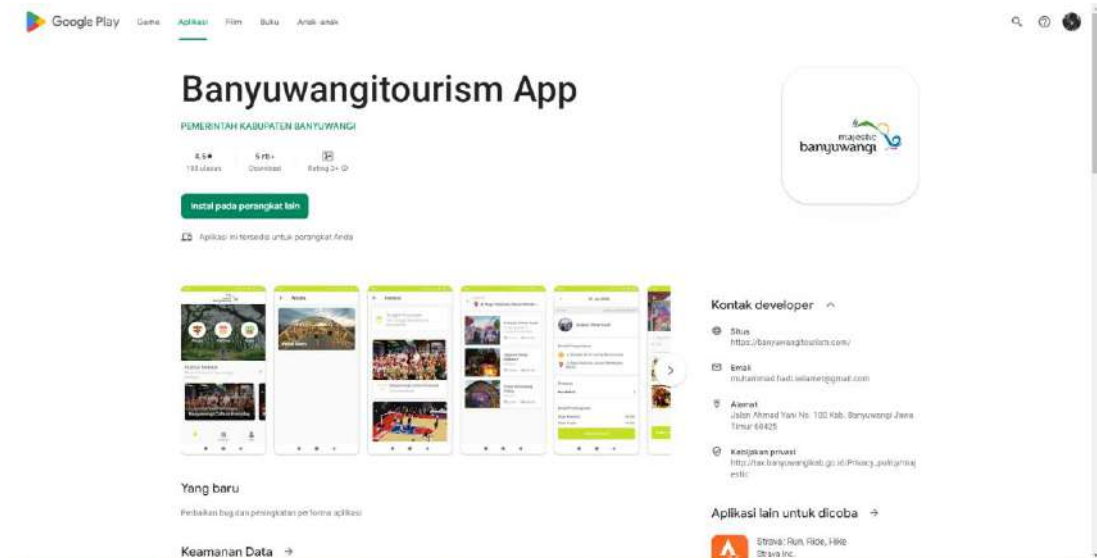


Figure I-2 Application Information on Google Play Store

(Source: Google Play Store Downloaded on 17/11/2022)

Based on the picture above, the "Banyuwangi Tourism App" application is an application that provides information on tourist destinations in Banyuwangi Regency, Banyuwangi Festival information, Traditional Market Information, and Ordering food at traditional markets. The application has been downloaded 5,000 (five thousand) times as of December 21, 2022, with application version 1.34.4 and the last update was made on August 22, 2022. Information on the

Google Play store displays information about the website, email, and developer address and displays the UI (User Interface). from the “Banyuwangi Tourism App” application.

The success of an application can be seen from user satisfaction, according to Kotler & Keller (2009), “User satisfaction is defined as a level of feeling of a user because of a comparison between the user's expectations of a product with the real results obtained by the user from the product”. According to reviews on Google Play Store, some users are still having problems using the app as shown in figure I-3.

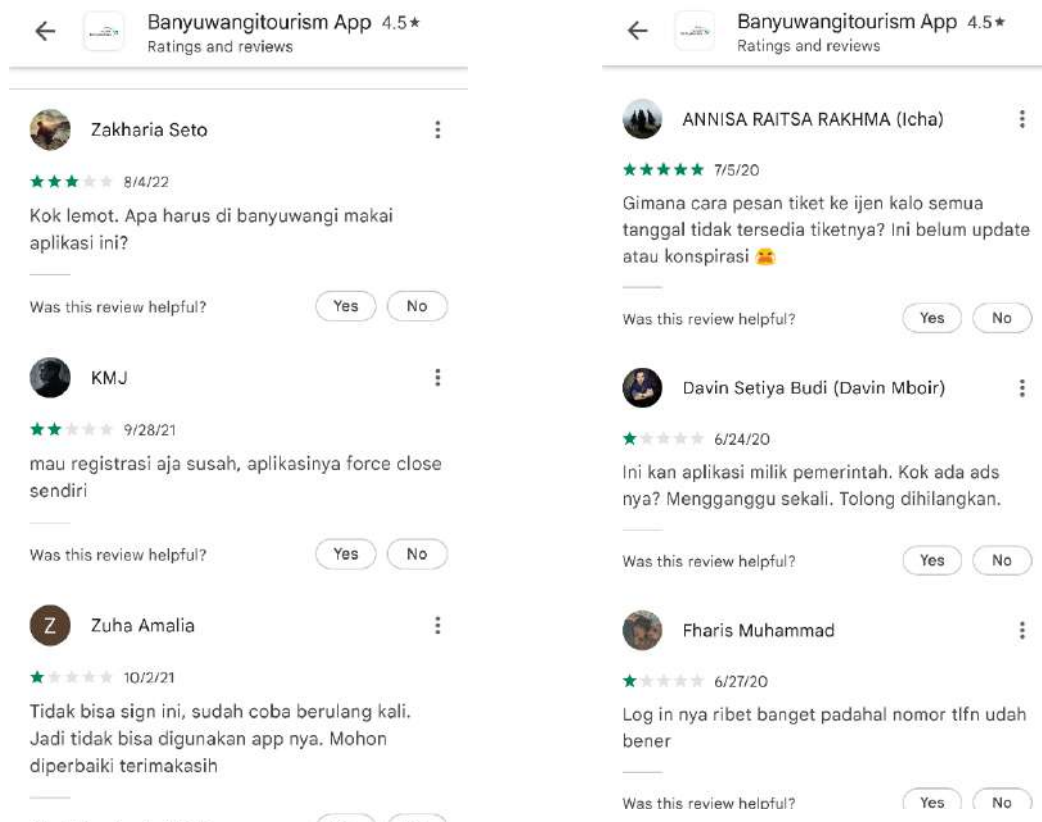


Figure I-3 Application User View

(Source: Google Play Store Downloaded on 29/05/2023)

In Figure I.3. shows some reviews by users who experience problems when using the "Banyuwangi Tourism" application. The problems experienced can be categorized with Webqual model in the figure Table I-1:

Table I-1 Problem Categorized

| Web Quality Dimensions | Problems |
|-------------------------------|---|
| Usability Quality | Application functionality is no longer relevant because the application is contrary to government regulations that no transactions are allowed in the application |
| | Application menu navigation that is still confusing |
| | Users still have difficulty finding information on the application |
| Information Quality | The layout of the information is not yet clear |
| | The information presented on the application is incomplete |
| Service Interaction Quality | The user has difficulty logging into the application |

After holding a video conference with the Banyuwangi Regency Tourism Office on December 21, 2022, and Head of Banyuwangi Creative Hub on April 10, 2023, to discuss what problems exist in the Banyuwangi Regency tourism sector. These two data form the basis for problem identification through the fishbone figure I-4:

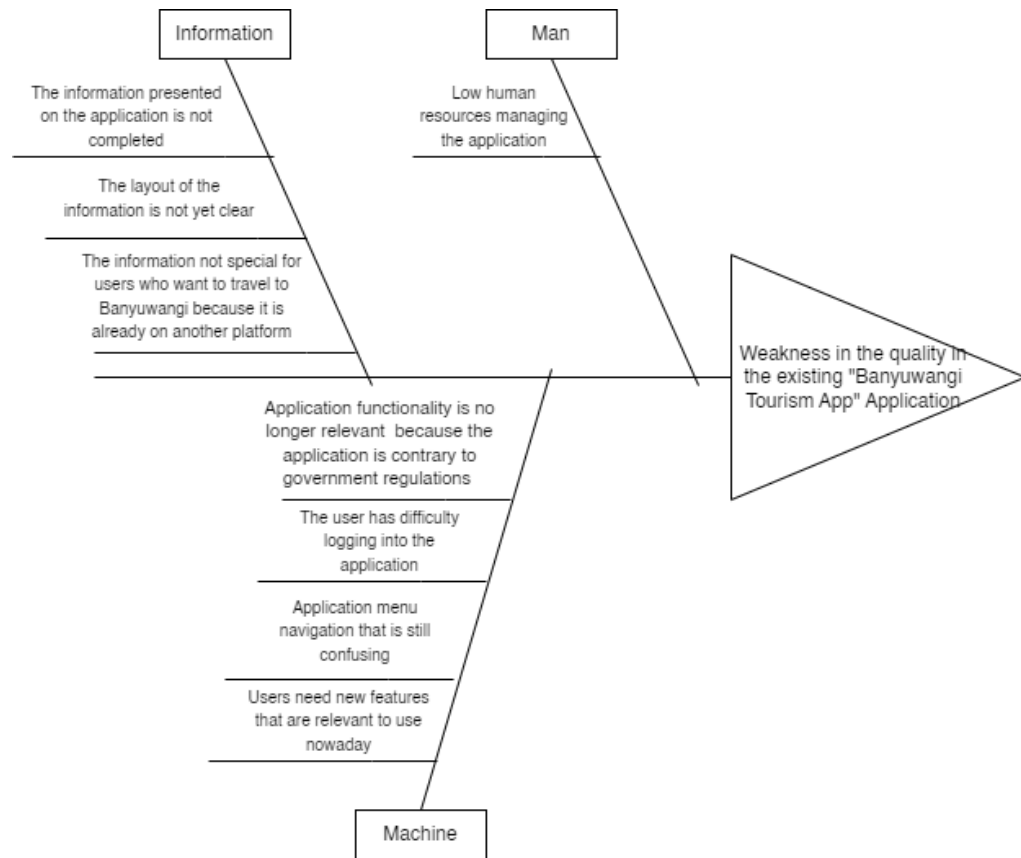


Figure I-4 Fishbone Diagram of Problems

In the Figure I-4, according to a review from the Google Play Store and video conference with the Banyuwangi Regency Tourism Office, there are weaknesses in the Man, Machine, and Information factors which are the focus of improving the system and application "Banyuwangi Tourism App".

The first problem concerns Man or human resources. This problem is caused by a lack of human resources to manage "Banyuwangi Tourism". Banyuwangi City Tourism Office only has two employees as IT staff and application developers.

The second problem is information, some application users have complained about incomplete information in the "Banyuwangi Tourism" application, causing confusion when using the application. The third problem is the machine, the "Banyuwangi Tourism" application is considered irrelevant

because it violates government regulations that prohibit transactions through government applications.

Based on the diagram above, here are several alternative solutions obtained by identifying the root of the problem in tabular form Table I-2:

Table I-2 Alternative Solution

| No. | Root of the problem | Solution |
|-----|---|--|
| 1 | Application functionality is no longer relevant because the application is contrary to government regulations that no transactions are allowed in the application | Design of "Banyuwangi Tourism App" application system improvements become tourism information media for Banyuwangi Regency Designing UI and UX improvements and adding new features to the "Banyuwangi Tourism App" application |
| 2 | The information presented on the application is incomplete | |
| 3 | The layout of the information is not yet clear | |
| 4 | Users still have difficulty finding information on the application | |
| 5 | Application menu navigation that is still confusing | |
| 6 | The information presented on the application is incomplete | |
| 7 | The user has difficulty logging into the application | |

In Table I-2, there is a solution by designing system improvements to existing applications, so that applications can be used optimally again and can provide the latest information according to user needs. Furthermore, by designing UI/UX improvements and features in existing applications, so that applications can provide functions and capabilities that suit user needs, have an attractive appearance, have clarity on the layout of information on the screen, make it easy for users to obtain information on the application, and provide detailed and complete information. The last solution is to regularly update and maintain the system on the "Banyuwangi Tourism App" application to increase user satisfaction, so that the application can have a good reputation. Alternative solutions that will be selected based on identification of problems using applications that are users still experience confusion in using the application and difficulties in finding information, namely the design of prototypes resulting from improvements to the existing "Banyuwangi Tourism" UI/UX application to improve the quality of tourism in Banyuwangi Regency

I.2 Problem Formulation

Based on the background described above, the formulation of this final project is **"How is the design of improving the existing "Banyuwangi Tourism App" UI/UX to improve the quality of tourism application in Banyuwangi Regency?"**.

I.3 Final Project Objective

The purpose of this final project is based on the formulation of the problem above, which is to design improvements to the existing UI/UX in the "Banyuwangi Tourism App" application to improve the quality of easy access to information on the tourism sector in Banyuwangi Regency.

I.4 Benefit of the Final Project

This final project will provide the following benefits:

1. Provide design improvements to the existing "Banyuwangi Tourism App" UI/UX that can be implemented.

2. Increase user satisfaction with the use of the Banyuwangi Tourism application.
3. Optimizing the performance of the "Banyuwangi Tourism App" application as an application that provides information and easy access to tourism in Banyuwangi Regency.

I.5 Writing System

The systematics of writing in this Final Project is as follows:

CHAPTER I Introduction

This chapter contains the background of the Final Project which contains information on Banyuwangi tourism, the appearance of the "Banyuwangi Tourism" application, categories of problems experienced by users using pie charts, determining problems using fishbone diagrams, determining alternative solutions to problems in fishbone diagrams, then formulating the problem main subject as the subject of this Final Project, then determine the purpose, benefits, and limitations of this Final Project.

CHAPTER II Study of Literature

This chapter contains general concepts from the theory used in this Final Project regarding Systems, Applications, Mobile-based Applications, Design Thinking method, Unified Modelling Language (UML), User Interface, User Experience, and User Satisfaction related to courses that have been previously taught for problem solving in the Final Project. The author also writes comparisons and determines the method used in the Final Project.

CHAPTER III Problem Solving Methodology

This chapter contains the design systematics of improving the existing "Banyuwangi Tourism" application system using a flowchart, data collection, design phase, verification, validation, and workmanship limitations.

CHAPTER IV

Data Collection and Analysis

This chapter contains the design stages of improving the existing "Banyuwangi Tourism" UI/UX using the Design Thinking method. The design begins with the Empathize stage which contains data collection using interviews with stakeholders. Define stage which contains stakeholder analysis, user identification. Ideate stage which contains application system and UI/UX improvement solutions where data is obtained through interviews and observation processes. The prototype stage which contains UML creation and a prototype proposed to improve the Banyuwangi Tourism application. The output of this chapter is a prototype design for the proposed improvement of the Banyuwangi Tourism application.

CHAPTER V

Analysis

This chapter contains an evaluation of the design results and an analysis of the plans for implementing the design results.

CHAPTER VI

Conclusion and Suggestion

This chapter contains conclusions and suggestions from the research that has been carried out as well as an

explanation of the questions presented in the introduction section.