ABSTRACT

Digital technology has transformed the business landscape across various sectors, including the tourism industry. Amidst the continuous growth of internet usage, business opportunities within the tourism sector are expanding. The utilization of internet technology for booking trips and accessing travel information has become the preferred choice for modern travelers. However, the competition between traditional travel agents and online platforms has intensified, prompting the need for business expansion through the development of web applications as a solution.

This final project aims to address several challenges related to online trip bookings and access to travel information. Challenges include the lack of online trip booking facilities, insufficient sources of up-to-date travel information, and obstacles in marketing trips for travel agents. The primary objective of this final project is to develop a web-based application using the Laravel framework, named "New Jejak Adventure." This application intends to facilitate secure online booking of travel packages, provide current information about travel trends, and assist travel agents in effectively marketing their trips.

The project follows a methodological approach that encompasses various stages, including needs analysis through public surveys, literature review to support design decisions, application design based on analyses and literature findings, application development using diverse tools and technologies (including the Laravel framework), and application testing by developers and end-users. The expected outcome of this project is the creation of the "New Jejak Adventure" application capable of addressing the identified issues. This application enables travelers to securely book travel packages online, access the latest travel information, and empower travel agents to efficiently market their offerings.

The development of the "New Jejak Adventure" application, leveraging the Laravel framework, holds significant potential in enhancing the travel experience of users by facilitating trip bookings and providing accurate travel information. Through the integration of internet technology and the Laravel framework, this application has the capacity to meet customer needs and expectations, while also creating new opportunities for travel agents to thrive and compete in the digital era.

Keywords: tourist, Open trip, *Travel agent*, Laravel, Web