

ABSTRACT

In this modern era of digitalization, the use of social media applications in social life has become a habit in society. The use of social media applications by tourists is usually used to participate and share travel experiences in the form of photo images and text reviews of the tourist destinations they visit. However, social media generally does not provide complete tourism features, such as the lack of features such as tariff information, online payment facilities, travel routes, and tourist destination information that is only based on visitor reviews. Therefore, a tourism social media application was developed that aims to facilitate users in sharing complete tourism experiences and obtaining more accurate and complete information about tourist destinations.

The application development methodology includes a series of comprehensive tests, including usability testing, user satisfaction testing, validity testing, reliability testing, blackbox testing, and stress tests. The results of the application testing showed varied performance, with 100% usability testing success rate, good validity and reliability of the questionnaire, and 73% of the blackbox testing scenarios were successfully performed. However, stress tests revealed the need for optimization to handle high loads. The use of this tourism social media application can make a significant contribution in facilitating users to share travel experiences thoroughly, although further development is needed to improve system performance.

Keywords: *social media application, travel experience, usability testing, blackbox testing, stress test*