

ABSTRACT

Local souvenirs are an essential part of the tourism sector, playing a significant role in supporting the local economy. In Banyumas Regency, information regarding the location and types of souvenirs is still disseminated conventionally, making it difficult for tourists to find souvenir shops efficiently. This indicates a gap between tourists' need for fast and accurate information and the currently available information dissemination methods. This research aims to develop a web-based Geographic Information System (GIS) that can map the locations of Banyumas's typical souvenir shops in an interactive and informative manner. The system is designed to be accessible across various devices and presents information such as souvenir types, shop names, product catalogs, operating hours, and customer reviews. The development method used is Agile Scrum, which allows for iterative and adaptive system development based on system requirements.

The result of this research is a GIS website that features an interactive map, shop search and filter functionalities, and a user review system. Testing using the Blackbox method showed that all features function according to specifications. Furthermore, spatial analysis of the collected data successfully identified specific clustering patterns for certain products, providing new insights for regional tourism development. This system is expected to improve the accessibility of information on Banyumas's typical souvenirs, strengthen the promotion of local products, and support the growth of the regional tourism sector.

Keywords: *geographic information system, local souvenirs, Banyumas, web, Agile Scrum, interactive map*