

ABSTRACT

Tourism is one of the fastest-growing economic sectors and contributes significantly to both regional and national revenue. In Bogor City, this sector ranks as the third-largest contributor to Regional Original Revenue (PAD) and continues to show an upward trend each year. In facing global challenges, innovation and the utilization of information technology have become key strategies for maintaining the sustainability of the tourism sector. One initiative undertaken by the Department of Tourism and Culture of Bogor City is the development of the Digital Tourism Information Service (LAKSA), a chatbot-based service powered by Artificial Intelligence (AI), designed to provide fast, accurate, and easily accessible tourism information.

This study aims to analyze the digital information service strategy through the LAKSA application and evaluate its influence on the increase in tourist visits to Bogor City. The research uses a quantitative approach with a descriptive method. Data was collected through the distribution of questionnaires to 50 respondents, all of whom are employees of the Department of Tourism and Culture of Bogor City. Data analysis was conducted using SmartPLS version 4 software. The results indicate that the Digital Information Service (LAKSA) has a very strong and significant influence on the increase in tourist visits, with a path coefficient value of 0.885, a T-statistic of 22.649 (>1.96), and a P-value of 0.000 (<0.05). These findings confirm that the digitalization of tourism information serves as an innovative solution to enhance the competitiveness and sustainability of the regional tourism industry.

Keywords: *Digital Information Service, LAKSA, Tourist Visits, Tourism.*