

ABSTRACT

Banyumas is one of the regencies in Central Java Province that boasts a variety of attractive tourist destinations. However, tourism awareness in this area is still suboptimal, resulting in many tourist spots remaining largely unknown to the public. This study was conducted in collaboration with the Banyumas Tourism Office, as the necessary permits and data could only be obtained through such collaboration. The Tourism Office agreed to the collaboration on the condition that the developed application must be interactive and serve as an information platform, given the absence of a similar platform to promote tourist destinations in Banyumas. This research aims to improve understanding and dissemination of tourism information in Banyumas through the development of an application using a gamification approach. This makes the delivery of information more interactive and interesting. The development method used is the Game Development Life Cycle (GDLC), which consists of six stages: initiation, pre-production, production, testing, beta testing, and release. The research results indicate that the application has been successfully developed and implemented. Usability testing results showed positive responses, exceeding the minimum standards set and confirming that the application is highly useful.

Keywords: *Tourism, Information, Banyumas, gamification, GDLC*