

ABSTRACT

MULTIMEDIA-BASED WEBSITE FOR TOURISM PROMOTION IN KAUR REGENCY

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Multimedia is an instrument that can practically create dynamic presentations with elements of text, graphics, audio, and animation. The purpose of multimedia is to describe information clearly and comprehensively to the audience, the elements of graphics, audio, visuals, and animation will add to the clarity of the information to be conveyed. In the tourism office of Kaur Regency still using social media and banners in promoting tourist destinations, so that the information provided is less widespread, and cannot be reached by tourists from outside Kaur Regency area. So a special strategy is needed in introducing and disseminating access to information about the variety of tourism in Kaur Regency. One of these strategies is to promote through the website with the existence of a special website about tourism information is expected to increase tourists visiting Kaur Regency. The research method that the writer uses is the waterfall method, which is a sequential software development process where this method has several stages as follows: Analysis, Design, Coding, Implementation, Maintenance. The results of the Multimedia-Based Website for Tourism Promotion in Kaur Regency are as a tool to provide tourist data information and make it easier for prospective tourists to be able to see the tours in Kaur Regency, so that it can increase the amount of visit by tourists. The use of multimedia-based websites for tourism promotion in Kaur Regency is effective in disseminating tourist information, replacing social media and banners that are less broad in reach. With the waterfall software development method, this website succeeded in providing clear and comprehensive information, making it easier for prospective tourists, and increasing tourist visits to Kaur Regency.

Keywords: Multimedia, Tourism Promotion.

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