

ABSTRAK

Sektor pariwisata memiliki peran penting sebagai penggerak ekonomi, sumber pendapatan daerah, dan penyedia lapangan kerja. Namun, pengelolaan informasi wisata Pantai Lon Malang masih belum optimal karena informasi hanya tersebar melalui media sosial secara terbatas. Penelitian ini bertujuan merancang dan membangun sistem informasi berbasis website sebagai media promosi dan pengelolaan wisata Pantai Lon Malang. Sistem yang dikembangkan memiliki fitur halaman utama, profil wisata, pemesanan tiket, data pemesanan, dan laporan pengunjung. Metode pengembangan sistem yang digunakan adalah Waterfall karena memiliki tahapan terstruktur mulai dari analisis kebutuhan hingga pengujian sistem. Pengujian dilakukan menggunakan metode *User Acceptance Testing* (UAT) dan *Web Application Performance Testing* (WAPT). Hasil pengujian UAT memperoleh nilai sebesar 88,76% yang termasuk kategori “Sangat Layak”, sehingga menunjukkan bahwa sistem diterima dengan baik oleh pengguna dan pengelola. Sementara itu, hasil pengujian WAPT menunjukkan bahwa sistem mampu berjalan dengan baik dan stabil, ditunjukkan oleh tidak adanya kegagalan sesi maupun halaman selama pengujian, serta memiliki rata-rata waktu respon sebesar 0,15 detik. Dengan adanya website ini, promosi dan pengelolaan wisata Pantai Lon Malang menjadi lebih efektif, terstruktur, dan mudah diakses oleh masyarakat

Kata Kunci : Sistem Informasi, Website, Pariwisata, Promosi Digital, Pantai Lon Malang.

ABSTRACT

The tourism sector plays a vital role as an economic driver, a source of regional income, and a provider of employment opportunities. However, the management of tourism information for Lon Malang Beach remains suboptimal, as information is only distributed designatively through limited social media platforms. This study aims to design and develop a website-based information system as a medium for promotion and tourism management at Lon Malang Beach. The developed system features a homepage, tourism profile, ticket booking, booking data, and visitor reports. The system development method utilized is the Waterfall model due to its structured phases, ranging from requirements analysis to system testing. Testing was conducted using the User Acceptance Testing (UAT) and Web Application Performance Testing (WAPT) methods. The UAT testing results achieved a score of 88.76%, falling into the "Highly Feasible" category, which indicates that the system is well-received by both users and administrators. Meanwhile, the WAPT results demonstrated that the system operates efficiently and stably, as evidenced by the absence of session or page failures during testing, alongside an average response time of 0.15 seconds. With the implementation of this website, the promotion and management of Lon Malang Beach tourism become more effective, structured, and easily accessible to the public.

Keywords: *Information Systems, Website, Tourism, Digital Promotion, Lon Malang Beach.*