

**CREATING A WEBSITE TO PROMOTE TOURISM OF
TEGAL CITY AND REGENCY**



FINAL ASSIGNMENT

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This statement is to clarify that the thesis is my original work. I am aware and responsible with every content on the thesis. Other opinion and finding from different writers included in the thesis are cited and quoted in accordance with ethnical standard. I understand and responsible with the consequences if I took ideas, phrases, or sentences as references of somebody else's work.

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A FINAL ASSIGNMENT**

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ABSTRACT

Tegal is a city and regency, located in west of Central Java Province and north of the coast line of Java Island. Tegal has enormous tourist potential. However, the potential of tourism in Tegal is not enough known by people of other regions. The government of city and regency of Tegal has conducted several ways to giving information about Tegal tourism, one of them is by optimizing the promotion and information giving with digital platform, using a website. The research is purposed to create a tourism promotion media in digital form. The research method used in this research is research and development method (R&D), with gathering information by conducting interview with representatives of government and observation, and test the website that has been developed by survey with several respondents. As the result, a website to help promote Tegal tourism can be developed and used by government. The website is also registered on Intellectual Property Rights (IPR).

Keyword: Tourism, Digital Promotion, Website

ABSTRAK

Tegal merupakan wilayah kota dan kabupaten yang terletak di Provinsi Jawa Tengah, tepat di bagian barat dari Provinsi Jawa Tengah dan berada di garis Pantai Utara Jawa. Memiliki garis pantai serta dataran tinggi, Tegal memiliki potensi wisata yang sangat besar. Namun, potensi wisata ini kurang begitu dikenal oleh masyarakat lain, khususnya daerah lain. Pemerintah kota serta kabupaten Tegal telah mengupayakan cara untuk menyebarkan informasi seputar pariwisata Tegal, salah satunya dengan mengoptimalkan pemasaran serta penyebaran informasi melalui platform digital menggunakan website. Penelitian ini bertujuan untuk membentuk sebuah media promosi digital pariwisata. Adapun metode penelitian yang digunakan merupakan penelitian pengembangan (R&D) dengan pengumpulan informasi melalui wawancara dengan pihak pemerintah serta melakukan pengamatan langsung dan menguji website yang telah dikembangkan dengan survei yang dilakukan terhadap beberapa responden. Dengan demikian, sebuah website yang bertujuan untuk mempromosikan pariwisata Tegal dapat dikembangkan dan digunakan oleh pemerintah. Website tersebut juga didaftarkan pada Hak Kekayaan Intelektual (HKI).

Kata Kunci: Pariwisata, Promosi Digital, Website

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