ABSTRACT

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DEVELOPMENT JAJADUNG TOURISM SITES WITH COLABORATION OF SOCIAL NETWORK SERVICE AND WEB MAPPING

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In tourism marketing, a tourist place can grow if that place has widely known. The owner is usually promote the place with brochure or advertisement billboards or banner. It's will require additional cost. Sometimes a tourist confuse about the destination of their vacation. Somehow they don't have enough information about tourism place. Another obstacle in the local tourism marketing is their location. Most of local tourism place are unknown. It's make tourist hard to come to their place because they don't know how to go to there.

Jajadung Group, initiated to facilitated the marketing of entrepreneurs whos work in tourism, and help tourists in getting tourism information with developing a tourism sites. Jajadung tourism site use one of web mapping which is Google Map, as a tools to describe the location of touristm place in a map. Jajadung tourism sites also accommodate tourist to communicate each other via social network service that installed on site, if they has registered.

Research methodology in software development using waterfall method, and modeling in a structured analysis, that use Entity Relationship Diagram (ERD) for data analysis modeling and use Data Flow Diagrams (DFD) for functional analysis modeling.

Jajadung Tourism site can help tourists getting information about tourism place, also promote the place as a viral promotion with Social Network Service, and give a map of the place with web mapping.

Keywords : Tourism, Social Network Service, Web Mapping, Google Map