

SISTEM INFORMASI GEOGRAFIS PENENTUAN OBYEK WISATA DIY DENGAN METODE MULTICRITERIA DECISION ANALYSIS BERBASIS MOBILE APPLICATION

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ABSTRACT

Mobile applications are increasingly being used in the search transaction process in Indonesia. The process of searching for tourism objects in Yogyakarta is still very diverse. The criteria used in determining the attractions to be visited are very complex so there are difficulties in determining the mechanism of selection. The first weakness of the assessment of attractions lies in the use of the methods used in the assessment process. The assessment of tourism potential involves many criteria so that the indicators of the assessment must have different weights. The second weakness is that in the process of assessment and determination it is usually not able to accommodate the nature of mobility of users and stakeholders not being able to interact more flexibly with the system. The purpose of this study is to develop a new method of assessment and selection of tourism objects in Yogyakarta by taking into account the variable weighting process that is technically effective to accommodate stakeholders in providing assessment and selection of tourism objects and creating systems that can be easily accessed by stakeholders in providing an assessment of the quality of objects tour. This research is a research and development research carried out in two stages. Phase I research activities include (1) needs analysis, namely assessment of variables that will be a factor of assessment and selection of tourism objects along with their measuring instruments (2) design of weighting methods and data collection for weighting variable tourism-based mobile applications with expert input (3) implementation of elections and determining the location of tourism objects with Simple Additive Method along with the validation process. Phase II research is focused on the making of mobile application-based quality assessment system application applications as well as the assessment process involving tourism stakeholders whose results are in the form of periodic publication of tourism objects.

Kata Kunci: *quality, tourism object, Simple Additive Weighting, mobile application.*