

ADAROOM PROTOTYPE DESIGN: AN AFFORDABLE TRAVEL PLATFORM FOR GENERATION Z

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Abstract

In the digital era, generation Z who were born between 1997 to early 2010s, tend to look for affordable , practical travel experiences and also authentic. According to a number of source , many existing applications do not meet this need comprehensively. This research aims to develop the AdaRoom application which offers affordable accommodation solutions and integrated tourism services for generation Z. The “ AdaRoom ” application is here as solution innovative development with adapt Couchsurfing concept , AdaRoom introduce features additional features that are possible users For get better service comprehensive and practical . AdaRoom provide feature purchase accommodation with affordable prices , which allows tourists , in particular generation Z, for save cost journey . Besides that , application it also offers package travel , purchases tickets enter destination tourism , recommendations destination local , as well as service guide tourism . In this research used method qualitative with in-depth interviews and observations participants . Both method This give more insight deep and rich in behavior as well as need very useful user For development prototype There are more rooms effective . Application prototype Adaroom offer solution for traveler Generation Z wants features like cheap accommodation, tour packages, and local guides, all integrated in one app. The AdaRoom application is expected to meet the tourism needs of generation Z, provide a better experience, support the local tourism industry and expand accessibility to undiscovered destinations Lots known .

Keywords: Digital Tourism , Travel, Prototype

A. INTRODUCTION

Generation Z, who were born between 1997 to early 2010s, growing in environment that is greatly influenced by development digital technology (Global Prestasi School 2024). As connected groups with technology and very responsive to digital experience , Generation Z tends to look for experience tourism that is practical , affordable , and authentic . When traveling , they prioritize easy and fast access to various service tour through digital platforms that support flexibility as well as savings costs (Tigets 2024). However , according to a number of source , there are many existing travel platforms moment This Not yet fully fulfil preference This in a way comprehensive . Most of application only offer service separate , such as accommodation , purchases tickets destination , or recommendation place tourism . This condition creates challenges in meeting the need for integrated tourism solutions. which can accessible in One application (Maulik Pandya 2016)(Maria Arinkina 2022).

Application AdaRoom developed For respond need the application . This adapted from Couchsurfing concept with add relevant features for need Generation Z, such as purchase

accommodation cheap , package tourism , tickets destinations , recommendations destination local , and services guide tourism . According to Research conducted by Zervas , Proserpio , and Byers explain how the concept of the sharing economy works economy) has revolutionized the tourism industry, matter this allows for more affordable accommodation so that tourists No only focus on booking star hotels just will but airbnb can also rivaling star hotels (Zervas , G., Proserpio , D., & Byers , JW 2017). Compared to Airbnb , Booking.com and couchsurfing , AdaRoom offers significant advantages for Generation Z in terms of travel service integration and cost efficiency. not only provides an alternative affordable accommodation but AdaRoom also provides service integrated that allows users designing more journeys efficient , appropriate budget , and remain In-depth . In addition, AdaRoom's focus on authentic experiences enriches the user journey, allowing them to further explore destinations with a more local and unique approach . problem in study This is How design prototype AdaRoom capable fulfil need tour generation Z, in particular related accommodation and services affordable , practical and comprehensive tourism .

Study This aim For develop and test prototype AdaRoom in provide solution tour integrated for generation Z. Besides that , research This make an effort identify preference users to features relevant applications For support need tour economical costs . In terms of special , research This expected capable formulate design applications that do not only fulfil hope traveler young but also supports sustainability tourist local through promotion undiscovered destinations Lots known . From the side academic , research This expected can add outlook related needs and preferences tour Generation Z, as well as donate literature about development application digital tourism . Meanwhile in a way practical , application This expected become solution suitable tourism For generation young at a time contribute to the economy tourist local .

B. RESEARCH METHOD

Research methods are a process used to solve problems. The approach used is qualitative. with technique data collection through interview in-depth and observation participant (Sugiyono). Interview deep done For dig perspective and experience users generation Z in plan journey tourism. In this process, researchers interviewed 15-20 individuals who were candidate users application AdaRoom . Interview This focus on aspects like feature what they most want , the challenges they face face it in plan journey , and how application can fulfil need they in a way effective .

Besides interviews, observations participants done For observe interaction users with prototype application. Researchers invite a number of participants For try features in application There are rooms in a supportive environment , such as room Work or cafe . In session this, researcher take notes behavior users , reactions they to interface , as well as problems that arise during use application. Through observation directly , researcher can understand context use applications and identify areas that need improvement. improved . Qualitative methods such as in-depth interviews and observations participants is considered very effective in understanding user needs comprehensively, making it suitable for research that focuses on Generation Z preferences (Patton , MQ 20 14) .

With combine interview in-depth and observation participants , research This aim For get comprehensive understanding about needs and preferences users , who will become base For development more carry on from prototype AdaRoom . Approach This expected can give more insight in about hope Generation Z towards affordable and experience - oriented travel platforms .

C. FINDINGS AND DISCUSSION

The results of this study revealed that Generation Z, who tend to seek affordable and authentic travel experiences, need a platform that can meet various needs in one application. AdaRoom is designed to address this challenge by offering integrated features, including cheap accommodation, tour packages, destination tickets, and recommendations. local destinations .

Data from in-depth interviews shows that the affordable accommodation feature is highly valued by users, who see it as a solution to reduce travel costs. Many travelers choose this option to save money and enjoy a more authentic local experience . Furthermore, many respondents indicated that tour packages that include entrance tickets and guide services increase the convenience and efficiency of their trip planning . tour important Because give comfort , travel free stress , and savings cost with include transportation , accommodation , and services other with price discounts . The local destination recommendation feature also showed good acceptance, as most big Generation Z wants to explore new, less popular places. This shows that AdaRoom not only meeting the needs of travelers in terms of cost savings, but also enriching their experience by offering more in-depth alternatives.

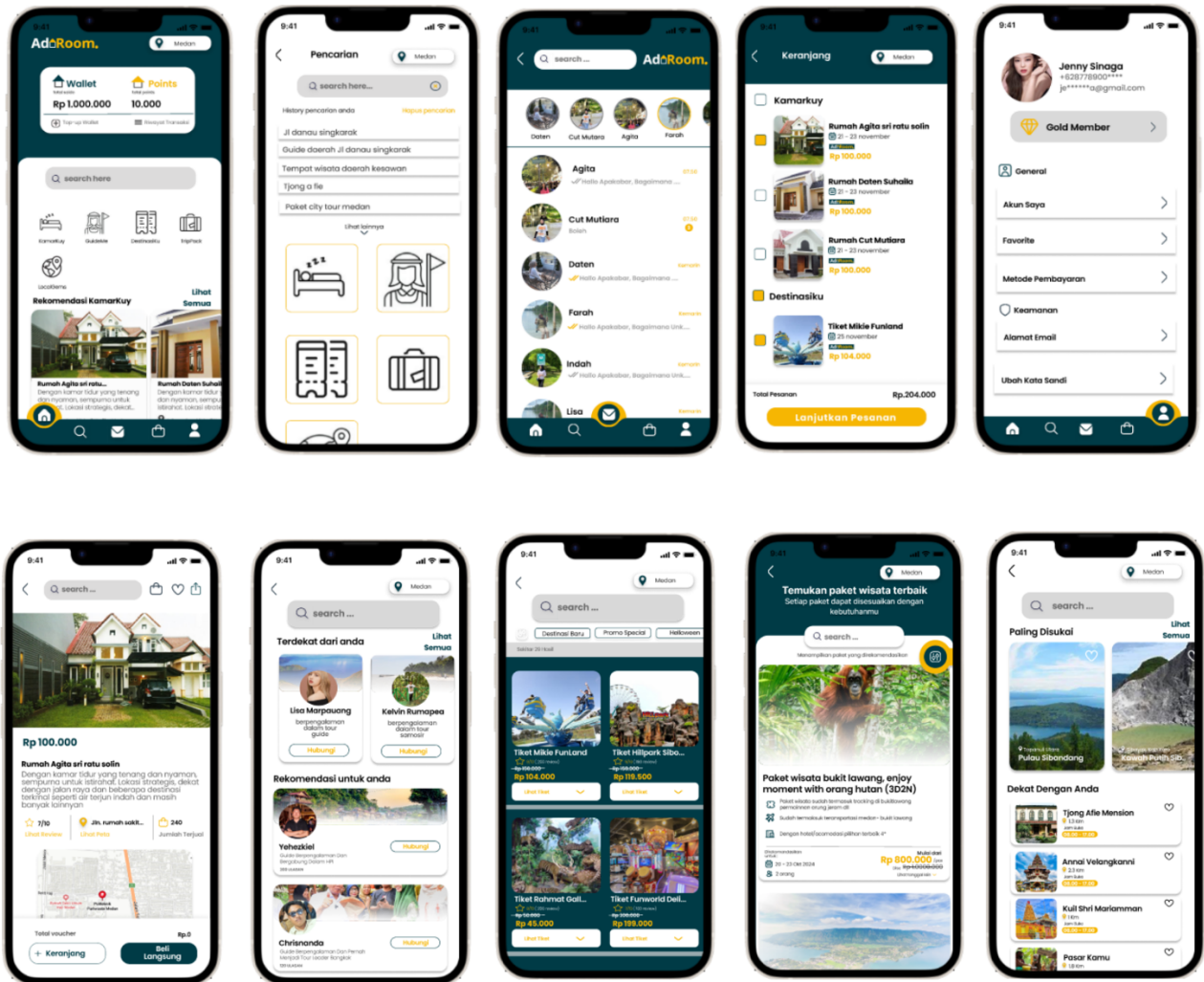
All of these findings indicate that AdaRoom has the potential to be a relevant and effective platform in meeting the desires of Generation Z. By integrating various services in one application, AdaRoom is able to provide easy access, while encouraging users to explore destinations that might be overlooked by mainstream tourists . This not only supports the sustainability of local tourism but also makes a positive contribution to the regional economy.

More details about each feature can be shown through prototype images, such as affordable accommodation interfaces, tour packages, and destination recommendations. local, which will provide a clearer picture of the application's functions and benefits.

Here's a look at the AdaRoom app —a digital travel platform that provides affordable accommodation and travel solutions. AdaRoom is designed to make it easier for users to plan their trips, with key features including:

- My Room Affordable Accommodation Options : Allows users to find a variety of accommodation options at prices that fit their budget.
- Budget Tour Packages – Integrated travel packages for various destinations, designed to provide a complete holiday experience.
- Purchasing Destination Tickets – Users can purchase tickets for various tourist attractions directly from the application in a fast and easy process.
- Local Recommendations– Suggestions of unique and popular local places, tailored to user interests and preferences.
- Tour Guide Services– Access to reliable tour guides for a more informative and engaging travel experience.

With its simple and intuitive design, AdaRoom is ready to be a travel companion for Generation Z, providing comfort and convenience at every step of the journey."



Through comprehensive feature integration and focus on user needs, AdaRoom shows great potential in providing a better travel experience for Generation Z, while contributing to the development of a sustainable tourism industry. Sustainable tourism is a concept of responsible tourism development that is fully aware of the economic, social and environmental impacts it generates both now and, in the future (UNWTO, 2016).

D. CONCLUSION

Study This disclose that AdaRoom own potential For become a tourism platform that meets need Generation Z prioritizes experience Affordable , practical , and authentic travel . Application This integrate a number of feature main , namely accommodation cheap , package travel , purchases tickets destinations , recommendations destination local , and services guide tour in one platform. With features this , AdaRoom No only offer solution savings costs , but also provides experience more tourism deep and supportive tourist local . Research results show that part big respondents from generation Z assesses feature accommodation cheap as effective solutions For pressing cost journey . Besides that , package tours that include service guide tour welcomed Good Because make it easier planning and improving comfort travel . Recommended features destination local also becomes Power pull alone , because generation Z shows interest tall For exploring places unique that has not been Lots known . In overall ,

prototype AdaRoom can become solution relevant , affordable and supportive digital tourism economy local , at the same time fulfil need tour generation young and everlasting develop .

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