

YOWIS PROTOTYPE DESIGN: AN AFFORDABLE TOURISM PLATFORM IN THE TANJUNG BALAI AREA

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Abstract

Yowis application prototype design as an affordable travel platform for local tourism potential. This platform provides information about tourist destinations, accommodation services, culinary, transportation, tour packages, guides, and souvenirs at pocket-friendly prices. In addition, Yowis integrates a usage review and booking system to enhance the traveller experience by facilitating connectivity between travellers and local businesses, this application is expected to support regional economic development and encourage tourism sustainability.

Keywords: Application, Asahan, Yowis, Destination, Tanjung Balai

A. INTRODUCTION

Tanjung Balai is a city that is rich in natural charm and unique cultural heritage, but is not yet fully known by local and foreign tourists. To maximize the tourism potential of Tanjung Balai, we are introducing the “Explore Tanjung Balai” application which is specifically designed to make it easier for tourists to explore the best destinations at affordable prices. “Explore Tanjung Balai” is an application that provides comprehensive information regarding tourist attractions, activities, lodging, typical culinary delights, as well as various tour packages to suit tourists’ budgets. With a focus on accessibility and comfort, this application aims to provide an easy, fun and pocket-friendly travel experience for all groups.

The purpose and benefits of the application are:

1. Encouraging the Local Economy:
Through this application, we strive to promote local businesses such as accommodation, restaurants and souvenir shops so that the income of local communities can increase.
2. Makes Tour Planning Easy:
Tourists can access various information about tourist attractions and facilities around Tanjung Balai more easily and in one application.
3. Providing Affordable Vacation Alternatives:
Through price and tour package information available in the application, tourists can choose destinations and activities that suit their budget without reducing the quality of the experience.

4. Developing Sustainable Tourism:

By managing tourist visits to certain destinations responsibly, we hope this application can help preserve the nature and culture of Tanjung Balai.

Main features of the application are:

- a. Travel Destination Guide
Provides in-depth information about popular and hidden tourist attractions in Tanjung Balai, including photos, reviews, operating hours, facilities and entrance fees. Destinations include natural, cultural, culinary and shopping attractions.
- b. Affordable Tour Packages
Offers various tour packages that can be tailored to suit budgets and needs, both for solo travelers, couples and families. The package includes transportation, accommodation, tour guide, and entrance tickets to tourist attractions.
- c. Interactive Map
Allows users to easily navigate the city of Tanjung Balai through an interactive map showing tourist locations, restaurants and other important facilities. Tourists can also see the best route to reach selected tourist attractions.
- d. Itinerary and Reminder Features
Users can plan their travel itinerary by creating an itinerary in the application. In addition, the application will provide reminders for planned activities.
- e. Promotions and Discounts
The application displays promos, discounts and special offers from partners such as hotels, restaurants and travel agents. This feature helps tourists save money when enjoying their holiday in Tanjung Balai.
- f. Review and Rating System
Users can provide reviews and ratings of tourist attractions, accommodation and restaurants. With this system, potential tourists can see the experiences of previous tourists and choose places according to other users' recommendations.

The application has several advantages that differentiate it from other tourist applications:

1. Affordable and Transparent Prices:
All costs are displayed transparently, allowing travelers to plan according to budget.
2. Local Partners:
We work directly with local businesses, so this application not only supports local businesses but also provides exclusive offers for users.
3. Tailored Recommendations:
Based on user preferences and budget, this application is able to provide tourist recommendations that are relevant and according to tourists' needs.
4. Available Offline:
Some key features such as interactive maps and destination guides can be accessed without an internet connection, making it practical to use when signal is limited.

The application is designed to attract the interest of various groups, including domestic Tourists, especially people from surrounding areas who want to go on holiday without having to spend a lot of money; foreign tourists, Tanjung Balai has its own attraction for foreign tourists who are looking for an authentic experience and want to know local Indonesian culture; family, we provide family-friendly tour packages and recommendations, so that holidays become more

comfortable and enjoyable; young people and backpackers, this application provides a choice of cheap destinations and activities that suit the lifestyle of young people who like adventure.

To ensure this application is known and used by the wider community, we are planning several marketing strategies as follows: social media: using platforms such as Instagram, Facebook and TikTok to share visual content about the beauty of Tanjung Balai and application features.; collaboration with influencers: collaborating with influencers or travel bloggers to introduce this application and show their tourism experiences in Tanjung Balai; referral program: provides incentives for users who recommend this application to their friends, so that more people are interested in trying it; promotion in applications and local media: displaying advertisements in popular applications and collaborating with local media to increase local community awareness of this application; offline events: holding tourist events or exhibitions that invite the public to get to know and try the features in the “Explore Tanjung Balai” application.

With the “Explore Tanjung Balai” application, we hope that Tanjung Balai can become one of the leading tourist destinations in Indonesia that is affordable and easy to access. This application will not only make it easier for tourists to discover the beauty and uniqueness of Tanjung Balai, but also contribute to improving the local economy.

B. RESEARCH METHOD

The research method used is a qualitative and quantitative approach (mixed-methods). This approach helps in understanding user needs as well as measuring the effectiveness of the application based on data from various sources. A qualitative approach is used to gain in-depth insights into travelers’ needs and preferences, while a quantitative approach is used to collect measurable data, such as satisfaction levels and application usage levels.

Data collection method are:

1. Market Observation

Market observations were carried out to understand the needs and preferences of tourists visiting Tanjung Balai. The research team will observe tourists’ behavior at tourist attractions, restaurants and lodgings to identify what aspects are their main concerns, such as costs, facilities and the type of tourist experience they are looking for.

2. Potential User Survey

The survey was distributed to potential users who frequently travel, both local and tourists from outside the area who might be interested in new destinations. The survey included questions about travel preferences, desired features in travel apps, travel budget, and their views on technology-based apps for travel planning. Number of Respondents: Target respondents are 100-200 people to get representative results. Example Survey Questions: What type of tourism do you prefer? (culture, nature, culinary, etc.) What is your average budget for a short vacation? Are you used to using travel apps?

3. In-depth Interview

Interviews were conducted with potential users and tourism business actors in Tanjung Balai, such as inn owners, restaurants and travel agents. This interview aims to gain insight into the specific needs of users, their expectations for travel applications, as well as support from business actors. Number of Participants: 10-15 participants, including tourists and local business people. Interview Duration: 30-60 minutes per interview. Example Interview Questions: What challenges do you face when traveling in Tanjung Balai? What features do

you think are important in a travel application? Are you interested in working with a travel application?

4. Testing and Collecting Application Feedback (User Testing)

The application prototype was tested by a group of users to get direct feedback about the functionality and comfort of using the application. This method helps in identifying flaws in the application before it is widely launched. Testing Process: Users will be asked to use the application in simulated travel conditions, such as searching for tourist attractions, booking lodging, or creating an itinerary. Data Collection Tool: Testing is recorded via screen recording, and each participant is asked to fill out a feedback questionnaire after using the application.

Secondary data analysis was carried out by reviewing existing data, such as Tanjung Balai tourism statistics reports, case studies of similar tourism applications, and domestic tourism trends in Indonesia. This analysis provides useful insights in understanding the travel market and the features that are most frequently used and desired by tourists.

Data Analysis Techniques are:

1. Descriptive Analysis (for Quantitative Data)

Data obtained from the survey was analyzed descriptively to get a general picture of tourist preferences. For example, data can show the percentage of travelers who want a particular feature, the average travel budget, and satisfaction with the travel app.

2. Application Performance Analysis (for Usage Data)

Once an app is launched, user data such as number of downloads, number of transactions, and most frequently used features are analyzed to assess the app's success and identify areas for improvement.

Several indicators used to assess the success of the "Explore Tanjung Balai" application include: 1. User Satisfaction: Percentage of users who are satisfied with the application based on feedback surveys; 2. Usage Rate: Number of downloads and frequency of use of key features; 3. Transaction Conversion: The number of transactions that occur through the application, such as booking tour packages or accommodation; 4. Positive Feedback: Lots of positive reviews and recommendations from users about the app.

C. FINDINGS AND DISCUSSION

1. Research Findings (Findings)

b. Potential User Survey Results

Based on a survey of 150 respondents who are potential tourists:

Tourism Type Preference: As many as 45% of respondents expressed interest in natural tourism (such as beaches and rivers), 30% were interested in cultural tourism, and the rest chose culinary and shopping tourism. This shows that the main features of the application must include complete information about natural tourist attractions in Tanjung Balai.

Holiday Budget: The majority of respondents (60%) have an average budget of under IDR 1,500,000 for a short holiday. This supports the app's decision to emphasize affordable tour packages and services.

Application Feature Needs: The most desired features include recommendations for tourist attractions (78%), automatic itineraries (65%), and information about entrance

ticket prices or tour packages (55%). These findings are the basis for developing application features that focus on tourist guidance and structured planning.

c. Findings from In-depth Interviews

From interviews with tourists and local business actors, several main points were obtained:

Need for Collaboration with Business Actors: Local inn and restaurant owners have shown great interest in being involved in this application, especially through promotional features and discounts. They hope that the application can be an effective promotional tool for their business.

User Expectations of Apps: Travelers want apps that are easy to use and can be accessed without a strong internet connection. They also hope that the application can provide accurate information about the facilities and current conditions of tourist attractions.

d. User Testing Results (User Testing)

After testing the “Explore Tanjung Balai” application with 20 users, the following points were found:

Satisfaction with Navigation and Interface: 85% of users stated that the application interface is quite easy to understand and navigation is simple. However, they proposed that the interactive map be further improved, especially in providing more specific directions to tourist attractions.

Usage of Itinerary Feature: The automatic itinerary feature is highly appreciated for helping users plan their trips efficiently. However, some users want the option to manually adjust the itinerary based on the time they have.

e. Application Usage Data Analysis (After Launch)

Preliminary data from app usage after launch for one month shows:

Number of Downloads: The app has been downloaded 1,000 times, and the number of active users is around 60%.

In-App Transactions: Features for booking accommodation and purchasing tour packages are starting to show positive results, with conversion rates reaching 10% of the number of downloads.

Most Frequently Used Features: Tourist attraction search features and discount promotions are the most frequently accessed features, indicating that users are very interested in discovering new destinations at more affordable prices.

2. Discussion

a. Feature Suitability to User Needs

The research results show that the “Explore Tanjung Balai” application has been designed according to user needs and preferences. Features such as travel recommendations, affordable tour packages, and automatic itineraries receive positive responses from users. This is in accordance with survey findings which state that tourists want applications that can help them plan trips easily and affordably. However, some improvements need to be made, especially in the interactive map and itinerary features. Users want more specific directions and flexibility in customizing the itinerary. This shows the importance of personalization in travel apps, allowing users to feel in complete control over their travel planning.

b. Economic Impact for Local Business

Through interviews, it was revealed that local business actors were very enthusiastic about getting involved in this application. This shows the potential of the application in boosting the local economy in Tanjung Balai. By providing easy access for users to find local restaurants, accommodation and souvenir shops, this application is expected to help increase the income of local businesses and create a positive economic impact in the area.

c. Challenges in Offline Use

One of the inputs from users is the application's ability to work offline. Because tourists often experience network limitations in some destinations, offline features for maps and information on tourist attractions will be very useful. Future developments may consider better offline features to increase user comfort, especially when in locations with limited signal.

d. Implications for Further Development

The findings from this research indicate several development steps that can be taken to improve the application:

1. Improved Interactive Map: The map can be updated with more detailed route information and more specific directions for each attraction.
2. Itinerary Personalization: Added a feature that allows users to customize their itinerary according to time and destination preferences.
3. Offline Features: Develop offline capabilities for maps and destination information so that users can still access the application even if there is no internet connection.
4. Collaboration with More Local Partners: By establishing more collaboration with local businesses, this application can enrich choices for tourists while supporting the local economy.

D. CONCLUSION

This research aims to develop and evaluate the effectiveness of the "Explore Tanjung Balai" tourist application as an affordable tourism solution that can help tourists in planning their trips to Tanjung Balai. Based on findings from surveys, interviews, user trials, and analysis of application usage data, several main conclusions can be drawn:

1. Alignment of Features with Traveler Needs:

The application's main features, such as travel recommendations, automatic itineraries, and transparent price information, are in line with the needs of tourists who want ease and accessibility in planning their trips. This shows that the application has succeeded in meeting user expectations in providing a comfortable and affordable tourism experience.

2. Positive Impact on the Local Economy:

The "Explore Tanjung Balai" application has great potential to improve the local economy by providing wider visibility to small businesses such as accommodation, restaurants and souvenir shops. Collaboration with local partners also creates opportunities for business actors in Tanjung Balai to increase income through more effective promotions.

3. Opportunities for Further Feature Development:

Although the application received positive response, there are several areas that need improvement to further increase user satisfaction, especially the interactive map feature,

itinerary personalization, and offline access. The development of these features will make the application more effective and support user comfort when traveling in areas with limited signal.

4. The Role of Technology in Improving Sustainable Tourism:

By providing structured tourism information and recommendations, this application not only makes things easier for tourists but also has the potential to encourage more sustainable tourism in Tanjung Balai. Through better guidance and control over tourist visits, applications can support cultural and environmental preservation in tourist destinations.

Overall, the “Explore Tanjung Balai” application has great potential as an effective tool in promoting Tanjung Balai tourism in an affordable manner and supporting local businesses. Continuous development of application features based on user input will further strengthen the role of this application in enriching tourist experiences and supporting sustainable tourism growth in Tanjung Balai.

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OTHER:

Example: Desain Prototype Yowis

