

**IMPLEMENTATION OF A WEB-BASED
CUSTOMER INPUT SERVICE INFORMATION SYSTEM
(Case Study: CV. Ngobaran Tour & Travel Sleman)**

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ABSTRACT

CV. Ngobaran Tour & Travel, based in Sleman, Special Region of Yogyakarta, has been operating as a travel agency since 2020. Despite its extensive experience in the tourism industry, the company still relies on a manual system for ticket bookings and customer input services, which necessitates direct interaction or communication via WhatsApp. This manual system often leads to errors in transportation services and complicates staff efforts in generating customer reports. This research aims to develop a web-based customer input service information system using the waterfall method. The development stages include qualitative data collection, UML diagram design, MySQL database creation, table structure, and user interface design, followed by implementation using PHP and MySQL. With the application of this system, it is expected that interactions between the company and customers can be enhanced, transportation service errors minimized, and operational efficiency improved. Additionally, this web-based system is anticipated to strengthen CV. Ngobaran Tour & Travel's competitiveness in the increasingly competitive tourism market. System testing using the black box method indicates that all implemented features operate according to the desired procedures.

Keywords: Information System, Customer Input Service, Travel Agency, Website.

