

ABSTRACT

Putra Pandawa Tour and Travel is a company that provides domestic and international travel services. The current booking process is done manually, involving complex and error-prone steps, from promotion, order confirmation, to payment. In addition, promotions are limited to Email, Instagram, WhatsApp, and company business cards, so that audience reach is not optimal. To overcome this problem, it is necessary to develop a web-based system that can automate the booking process and expand online marketing strategies. This system is designed to provide easy access to information about tour packages, such as prices, facilities, and itineraries, while increasing the company's operational efficiency. In addition, the system is equipped with a recommendation feature based on the Decision Support System (DSS) using the SMART (Simple Multi-Attribute Rating Technique) method. This feature provides tour package recommendations based on customer preferences, by inputting maximum price, duration (days) and domestic or international categories. This system is expected to improve user experience, reduce the risk of data input errors, and help companies reach a wider audience.

Keywords: *recommendation system, SMART, booking automation, online promotion, Decision Support System*