Abstract

Promotion is an important element in a company since promotion has the impact to improve the company benefits. To promote its tour packages, PT. Happy Cahya Haryadi is still less effective since it still applies social media that not all customers can access and get detail information. The lacks of data management on tour packages ordered by the customers make the company suffer from data loss. It makes the company gets difficulty to develop its business. This iOS & Android based tour package promotion system is designed to help customers get the offered tour packages, book tour packages, and inquire the details of the tour packages. It also helps the company manage tour package promotion and booking transaction better.

Key words: Information system, promotion, iOS, Android