

ABSTRACT

Tourism is a potential mainstay sector and development priority as an economic activity for a number of countries. Especially for developing countries such as Indonesia, which has a very wide coverage area and many and varied tourist objects, as well as ethnic and natural diversity which has a considerable appeal for local and international tourists. So there is a need for media that can help provide information about the layout of the tourist objects to be promoted to help tourists obtain detailed information about these attractions.

Pemalang Regency is one of the Indonesian regions located in the province of Central Java with an area of 1,115.30 km² which is divided into several districts and among them have natural and artificial tourist objects. However, the information from Pemalang Regency tourism objects is not widely known by foreign and local tourists, because the Pemalang Regency tourism office still uses promotional methods by manual methods such as billboards, brochures and others.

The design of a tourism Geographical Information System (GIS) is a web-based system that will be built to assist the Pemalang tourism office in promoting tourism objects in Pemalang Regency. allows local or foreign tourists to get info about tourist locations in Pemalang Regency easily and efficiently. In developing this system the authors use the waterfall method with the stages of Analysis, Design, Implementation, Testing and System Maintenance. As for the data collection method, the writer uses interview and observation methods. This information system is created using the PHP programming language, Google maps API and a database using MySQL.

Keywords: Tourism, Geographical Information System, Google maps API.