

CHAPTER I

INTRODUCTION

1.1. Background

Massive digital developments are carried out in all areas of life to facilitate various human jobs, including website creation activity. Website creation activity is used to inform and attract the potential customers. So that information and attraction can be spread widely, then we can take advantage of website-based digital technology. This website creation activity will provide an expectation that will be proven in the service presentation process. The presentation of this service itself can be in the form of a communication process and various content presentations to overcome some confusion in choosing a destination in an area.

Customer confusion is one of the reasons for the writer in designing the concept of this website. The confusion that exists in this customer tends to cause the customer not to choose the right tourist destination. As stated by Mitchell (2017:1) that customer confusion has become more than just a problem as the number and effect of this customer confusion continues to grow over time. Therefore, it is the effect of customer confusion that must be minimized by presenting product innovation and writing as a reference in addressing this customer confusion problem.

To overcome the confusion of tourists, it is necessary to provide an effective and efficient system. Giving recommendation can be done by using image and text content that is presented on the web that can be accessed easily, free of charge and does not waste internet quota. So, the existence of various forms of content and their advantages on this website, many tourists can find a way in finding information.

There are several ways that are not objective for providing recommendation and suggestion. The first is the experience of friends and family. It is not effective because it requires in-depth analysis to assess whether a tourism destination

provider has good quality or not. The second, information through unofficial blogs is not necessarily accurate because the writing or information presented has not been studied theoretically as will be done in the formation of this web itself. So, in this case, it is necessary to provide a structured system in realizing the problems that exist and to promote the destination that has been studied.

Website creation activity is very important in increasing the productivity of a destination's success in influencing tourist interests. Tourist interests include content that is presented interactively in the form of images and writings, which are the latest innovations which in fact are activities that keep up with the times. In addition, the destination is a unique destination and does not focus on profit or economic benefits derived from tourists.

Desa Qur'an is a place that has a focus, characteristic and identity of its own. It is a place of Al-Qur'an education for children, which carries the theme of nature in its learning place with decorations of various unique architectures. This place focuses on food security. So that, Desa Qur'an is also used to cultivate various plants which are also make the appearance of this newly inaugurated educational place even more unique. Desa Qur'an is located in Lorong. Indonesia No.19, Kalidoni, Kec. Kalidoni, Palembang, South Sumatra 30161. This place is currently under construction to produce a larger area.

PayoPegi.com as a web design tool that will be able to overcome all tourist problems related to confusion in determining the right tourism destination to choose. PayoPegi.com will provide various consulting services and provide recommendation for the right destination to choose in supporting the fulfillment of satisfaction in tourism for tourists.

PayoPegi.com has differences from several research products that have existed and several similar platforms that exist in Indonesia. First, other platforms in general are intended for tourism components such as accommodation and transportation, but on the PayoPegi.com platform, the focus that will be attractive is to introduce and recommend a tourist destination that has previously been

researched on. Second, several other platforms focus on profit goals that are economically profitable, but PayoPegi.com does not focus on that goal, but PayoPegi.com focuses more on the use of digital media and promotional activities for a destination. Third, some platforms also have a broad or non-specific research focus and focus more on discussing the mechanism of system development within the platform rather than on the value of content, promotional value and destination value. "*Perancangan Sistem Informasi Pariwisata Berbasis Web di Dinas Kebudayaan dan Pariwisata Kabupaten Muna*" by Arsad (2011) is a thesis title for making a web product that provides a variety of information, but in this product the scope is quite broad and the focus of the discussion is more focused on how to making the website technically not focused on the content and value of a destination.

In this case, the researcher will create a web design for providing consultation services and providing recommendations for tourists so that tourists' problems in determining tourism destination can be resolved. The writer hopes that providing this website can increase tourist satisfaction in traveling and enjoying the best tourism destination available, and helps to promote unique, educational and potential destinations, the title for this final report is **"Designing PayoPegi.com as a Website about Desa Qur'an RTYD (*Rumah Tahfidz Yatim Dhuafa*) Palembang"**

1.2. Problem Formulation

The problem of this research is "How to design PayoPegi.com as a website about Desa Qur'an RTYD (*Rumah Tahfidz Yatim Dhuafa*) Palembang?"

1.3. Objective

The purpose of this final report is to design PayoPegi.com as a website about Desa Qur'an RTYD (*Rumah Tahfidz Yatim Dhuafa*) Palembang.

1.4. Benefits

1. Tourists get the right tourism destination.
2. Introducing Desa Qur'an RTYD Palembang.
3. Providing satisfaction to tourists by providing recommendations.
4. References for the government to solve problems in tourism by utilizing technological advances.