

ABSTRACT

Candi Bumi Ayu, a Hindu temple complex located in PALI Regency, South Sumatra, is a cultural heritage site with significant historical and religious value. Despite its potential, this destination remains under-promoted and relatively unknown to both domestic and international tourists due to the absence of a comprehensive digital platform. This study aimed to design a website to promote Candi Bumi Ayu as a religious tourism destination using the Research and Development (R&D) method proposed by Sugiyono. The research stages included identifying potentials and problems, data collection, product design, expert validation, revision, and trials. The website was developed using the Laravel framework and features main menus such as Home, About Us, History and Archaeology, Access and Facilities, Gallery, and Review. It also includes multilingual content, interactive maps, and visual storytelling elements to enhance user experience and engagement. Expert validation from scriptwriting and design specialists confirmed the website's relevance and effectiveness. The result is an informative, visually appealing, and user-friendly website aimed at increasing tourist visits and supporting cultural preservation. This digital platform is expected to improve public awareness, accessibility, and engagement with the cultural and spiritual richness of Candi Bumi Ayu, making it a more attractive destination for heritage tourism.

Keywords: Bumi Ayu Temple, Religious, Tourism, Website Design, Cultural Heritage, Digital Promotion