

ABSTRAK

CV Titan Jaya Travelindo (Titan Travel) merupakan perusahaan biro perjalanan yang melayani rute domestik di berbagai kota Indonesia serta rute internasional ke Malaysia, Singapura, dan Thailand. Proses bisnis yang berjalan saat ini masih dilakukan secara semi-konvensional melalui pesan instan, telepon, maupun layanan loket fisik, sehingga menimbulkan penumpukan data pemesanan, risiko kesalahan pencatatan, serta kesulitan pelanggan dalam memperoleh informasi ketersediaan tiket dan paket wisata secara *real-time*. Selain itu, banyaknya pilihan jadwal dan paket perjalanan menyebabkan pelanggan kesulitan dalam menentukan pilihan yang paling sesuai dengan kebutuhan dan anggaran mereka secara objektif. Penelitian ini bertujuan untuk membangun sebuah aplikasi *booking online* berbasis website yang terintegrasi bagi CV Titan Jaya Travelindo, serta mengimplementasikan metode *Technique for Order Preference by Similarity to Ideal Solution* (TOPSIS) sebagai sistem pendukung keputusan dalam memberikan rekomendasi paket trip terbaik dan jadwal perjalanan yang optimal. Kriteria yang digunakan dalam perhitungan TOPSIS meliputi harga tiket/paket, fasilitas armada/hotel, waktu keberangkatan, dan durasi perjalanan. Fitur utama sistem mencakup manajemen data jadwal dan paket perjalanan, proses pemesanan tiket secara *online*, sistem pembayaran melalui unggah bukti transfer, serta fitur rekomendasi perjalanan berbasis TOPSIS. Sistem yang dibangun diharapkan mampu mendigitalisasi seluruh proses pemesanan pada CV Titan Jaya Travelindo, meningkatkan efisiensi operasional administrasi, serta membantu pelanggan dalam mengambil keputusan perjalanan secara lebih objektif dan efisien berdasarkan prioritas kriteria yang mereka tentukan.

Kata Kunci: Aplikasi *Booking Online*, TOPSIS, Biro Perjalanan, Website

ABSTRACT

CV Titan Jaya Travelindo (Titan Travel) is a Travel Agency company that serves domestic routes across various cities in Indonesia as well as international routes to Malaysia, Singapore, and Thailand. The current business processes are still carried out semi-conventionally through instant messaging, phone calls, or physical counter services, resulting in booking data accumulation, recording errors, and difficulties for customers in obtaining real-time information on ticket and Tour package availability. Furthermore, the wide variety of schedules and travel packages makes it challenging for customers to objectively determine the most suitable option based on their needs and budget. This research aims to develop an integrated website-based online booking application for CV Titan Jaya Travelindo and to implement the Technique for Order Preference by Similarity to Ideal Solution (TOPSIS) method as a decision support system to provide recommendations for the best trip packages and optimal travel schedules. The criteria used in the TOPSIS calculation include ticket/package price, vehicle/hotel facilities, departure time, and travel duration. The main features of the system include travel schedule and package data management, online ticket booking, payment confirmation via proof of transfer upload, and TOPSIS-based travel recommendation. The system developed is expected to fully digitize the booking process at CV Titan Jaya Travelindo, improve administrative operational efficiency, and assist customers in making travel decisions more objectively and efficiently based on their defined priority criteria.

Keywords: Online Booking Application, TOPSIS, Travel Agency, Website