

Design and Build a Tourism Website Using Shopify Framework

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A B S T R A C T

Tourism activities are currently in great demand by travelers who are usually carried out on holidays or spare time. Travelers often experience confusion in choosing tourist attractions to visit and it is also difficult to book places such as hotel rooms, etc. due to a lack of telephone number information. For this reason, based on the existing problems, this research will design a tourism website using the shopify framework. The purpose of this research is to help make it easier for travelers to find where to visit tourist attractions and to be able to make bookings online so they don't worry about running out of places such as hotel rooms when they arrive at tourist sites. In this study, the Research and Development (R&D) method was used in designing and building a tourism website using the shopify framework. This research succeeded in creating a tourism website using the shopify framework which can be accessed by 2 different parties with a special page, namely the customer on the facilities menu page to place product orders and the admin on the admin page to view and confirm every incoming order, add sales products, change product prices or product images, change or add product descriptions and add new features.

INTRODUCTION

On holidays, many people go on holiday trips (travelling). They often feel confused about determining tourist destinations to visit. Therefore, technological assistance is needed, namely creating a tourism website [1][2]. Tourism websites can be accessed online [3][4] anywhere and anytime using a computer network (internet). The tourism website will provide easy access for users who want to travel both domestically and abroad. Apart from that, the tourism website will provide many choices of interesting tourist attractions and provide information on what features are in it.

On the tourism website there are [5] photos of tourist attractions and designs that will make travelers interested in taking a vacation to that place. The benefits of a tourism website are not just providing information and making place reservations made by travelers, but also being able to promote tourist attractions as well as remote areas that are rarely visited by travelers. With the progress of the tourist area, it will have a good impact on increasing local regional income. Based on the existing problems, it is necessary to build a tourism website. For this reason, this research will design a tourism website using the shopify framework.

By shopify, sellers can build online businesses (sales) in many places such as websites, on various channels ranging from social media, blogs to marketplaces [6]. In building a tourism website using the shopify framework, this is also collaborated or combined with HTML (Hypertext Markup Language), CSS (Cascading Style Sheet), and JavaScript. HTML is referred to as a markup language which is useful for creating website pages [7][8] starting from compiling paragraphs, headings and links on website pages and HTML is also referred to as hypertext because links on website pages are in the form of text or words which when the text (word) is clicked it will move the page to the next page [9]. CSS is used to adjust the appearance of each website page with different formats [10] such as adding color to input boxes

or scrollbars. CSS can shorten research on HTML tags to prevent repetition of research so that it will speed up the rendering process [11]. And JavaScript is a scripting language embedded in HTML which functions to add interactivity to this website [12] such as variables and data types, look controls, if/else statements, switch statements, functions and even objects. JavaScript is capable of performing arithmetic calculations, manipulating dates and times, modifying arrays, strings and objects [13].

That is why the design and development of this tourism website using shopify also [8] uses HTML, CSS, and JavaScript to produce structured, stylish, and interactive website pages. It is hoped that the construction of a tourism website in this research can help travelers determine where to go for a tour.

METHOD

A. Stages Of Research

This research used the Research and Development (R&D) method, which is a method used to produce new products such as software and tested the effectiveness of these products [14]. The Research and Development (R&D) method was used in this study to build a tourism website using the shopify framework. The stages of Research and Development (R&D) research in this study were based on the Borg and Gall development model modified by Sugiyono. Where in this research it was only limited to six stages which can be seen in Figure 1.

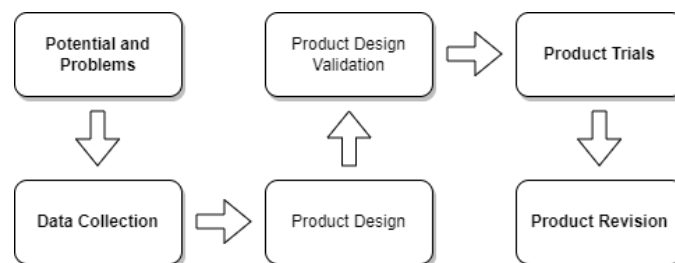


Figure 1. Six Stages Of R&D Research Method

The six stages of the Research and Development (R&D) method in this research:

1. Potential and Problems
This research was conducted because of the problem of selecting tourist attractions by travelers before traveling.
2. Data Collection
The data taken in the development of a tourism website with the shopify framework comes from observations and literature studies.
3. Product Design
The new product design to be achieved in the development of a tourism website with the shopify framework is a system capable of managing every place order made by a customer and orders that have been made payments by the customer will enter notifications on the admin page so that the website becomes more effective and efficient when used.
4. Product Design Validation
Used to assess whether a tourism website with the shopify framework is suitable for use or not.
5. Product Trials
The tourism website with the shopify framework is tested first to find out the performance of the product system and if there are deficiencies or problems that occur during the trial, product revisions will then be carried out.
6. Product Revision
Product revisions must be adjusted to the system requirements on the tourism website with this shopify framework.

B. Analysis Of The Running System On The Customer And Admin Sections

A tourism website using the shopify framework has been successfully designed and built. The following is the process or flow of use of the system that runs on the customer part, described in the form of a flowchart, which can be seen in Figure 2.

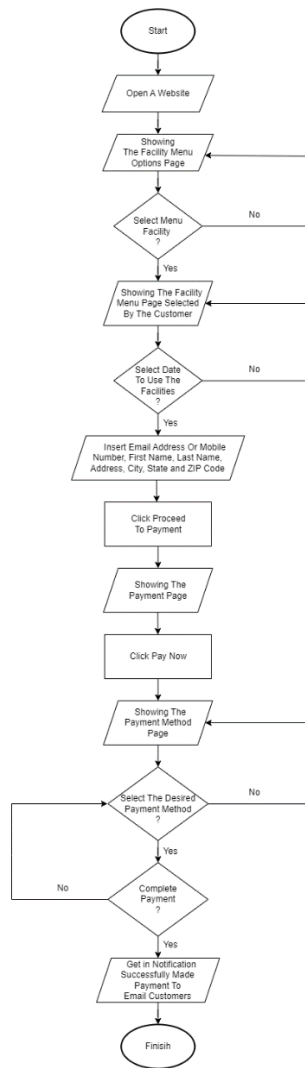


Figure 2. Customer Flowchart

The process or usage flow of the system running on the admin section can be seen in Figure 3 which is described in the form of a flowchart.

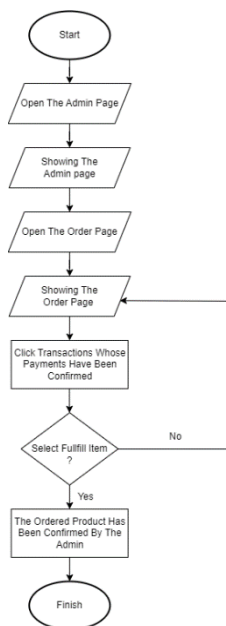


Figure 3. Admin Flowchart

RESULTS AND DISCUSSION

The results of this research are presented in the form of images starting from how to create a tourism website using the shopify framework so that it is expected to make it easier for readers to understand the results of this research.

1. Master Plan

Before starting to make this tourism website, you need a place to start designing it, namely using shopify, using applications within shopify and also using HTML, CSS and JavaScript. Here, the researcher uses the Online Store application to get a template to start creating a sales website as a place for tourist visits.

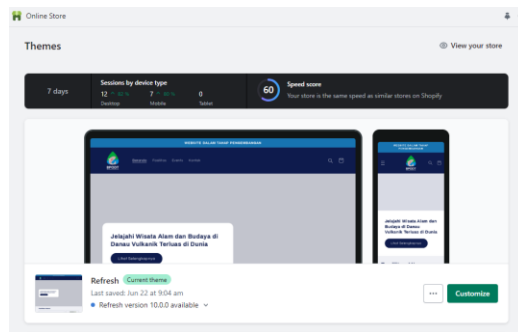


Figure 4. Theme Selection

By using the Online Store, researchers can choose a theme and get a template to start working on this tourism website.

2. Additional Plan

By obtaining pre-selected templates and themes, the researchers then began to design this tourism website so that it could be used. Previously, it must have the type of product that will be sold.

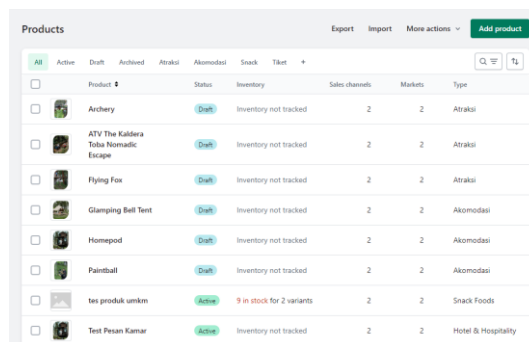


Figure 5. Products List

It can be seen in Figure 5. above, the researcher has added several products that are ready to be sold and can be displayed on the website. Next is to create another page to display the product.

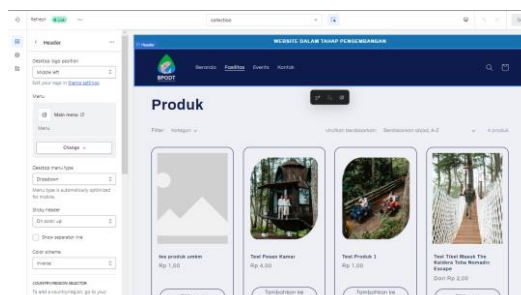


Figure 6. Products Display

It can be seen in Figure 6, the researchers managed to products display that can be accessed by customers and are ready to be sold along with their prices.

Next is another additional design, namely placing a calendar that can be filled in to notify users of this tourism website when there is an event that will be held on a certain date.

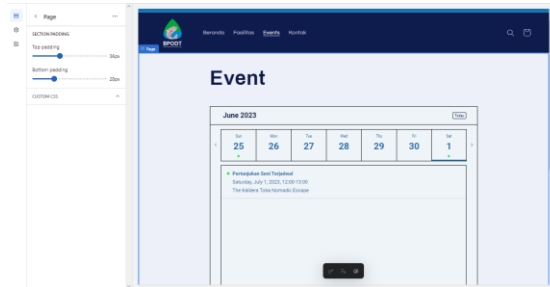


Figure 7. Event Calendar

Figure 7 is an illustration of the calendar of events on this tourism website and you can also see that there are events held on certain dates.

Next, there is the Contact Menu which contains input from website visitors to fill out the form provided in order to get the latest information about these tourism spots which can be seen in Figure 8.

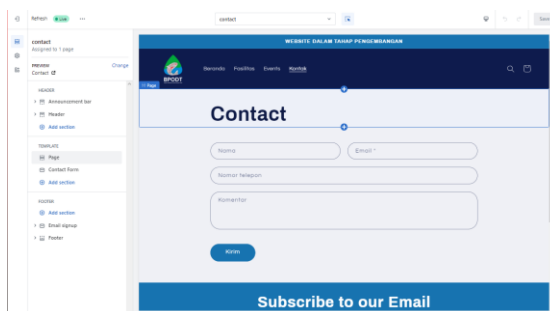


Figure 8. Contact Menu

Here is the Admin page. The Admin page is intended for order managers and is used to add sales products, change product prices, replace product images, change or add product descriptions, add new features to the website, and also confirm incoming orders. Can be seen in Figure 9.

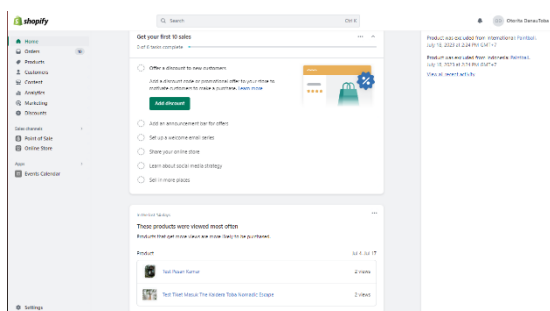


Figure 9. Admin Page

CONCLUSION

From the results of the research conducted, the researchers succeeded in designing and building a tourism website using the shopify framework. Researchers use shopify because of the convenience provided by shopify in making this tourism

website and the many features that can be used in developing this tourism website. Besides that, it can also reach new customers and old customers, increase the payment methods that can be chosen by customers, and most importantly increase sales turnover. In this research, apart from using shopify, it also uses HTML, CSS and JavaScript to produce structured, stylish and interactive web pages.

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