Chapter 29
Travelogy:
Online Application With Affordable Budget and Local Attraction

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ABSTRACT

The demand of travelling in Indonesia has risen at the rate of 30% since 2017. Currently, traveling requirements can be easily fulfilled by the presence of online medias such as Google, online travel agents, and Facebook. It has been successfully proven that these online media managed to assist Indonesians to fulfill their travelling needs, all the way from searching for travel destinations until hotels. However, the abundance of information and interesting benefits in every option is now a huge challenge in choosing the most suitable option for every people since it requires more time to consider all those options. Besides that, budget is also a main issue for travelers. Therefore, a platform that is able to offer solutions to solve the above-mentioned issues is needed. Travelogy is a platform in which the innovation in its business is customer driven. It provides one stop solution for every traveling needs to anybody who is interested on budget-traveling online.

INTRODUCTION

The economic development of a country is influenced by several key factors, one of which is Travel & Tourism. Quoted from the data of the World Travel & Tourism Council (WTTC), in 2017 was a record year for international tourism with international tourist arrivals reaching 1,323 million, an increase of 84 million or 7% compared to 2016. The growth of international tourist arrivals, grew by for 8 years in a row. This indicates that the traveling needs of every individual in the world are increasing compared to a few years ago, which is currently in line with the development of the travel industry in line with the growing interest of the Indonesian people to travel. According to the Ministry of Tourism's Performance Report for 2018, Indonesia's Achievements in terms of Tour & Travel are quite good, including the designation of Bali as "The Best Destination in the Worlds" by TripAdvisor in 2017, as well as the Most Beautiful Destinations for Lonely Planet version in November 2018 (Indonesia Top Ten Countries Best in Travel) and Rough Guides Version, UK Travel Guide site in January 2019 (Indonesia ranks 6th Most Beautiful Country in the World). In addition, the World Travel & Tourism Council (WTTC) version in September 2018 conveyed that Indonesia is the fastest growing tourism with several points as follows:

1.   Indonesia ranks 9th Fastest Tourism Growth in the World;
2.   Indonesia ranks 3rd Fastest Tourism Growth in Asia; and
3.   Indonesia ranks 1st Fastest Tourism Growth in Southeast Asia.

With some achievements of Indonesian Tourism in the international world the Ministry of Tourism is optimistic with the target set in 2019, which is # 30 will be obtained.

The tourism industry is strongly influenced by the perception of tourists about the attractions visited. For example, if the perceptions of tourists who come are positive perceptions, then this will spread to other tourists and bring a positive influence, namely visitors who come to these tourist destinations. But on the contrary, if the perception of tourists who come to a tourist attraction is negative, then tourist visits to these attractions will decrease or even decrease dramatically.

Indonesia tourism when assisted by technological developments, for example is the internet. Tourists have the ease of accessing various information about attractions with the help of the internet. All opinions of tourists who have visited a tourist attraction can be easily accessed by other tourists, one of them is by Online Travel Agencies (OTA) which is currently rife in Indonesia. According to survey data from DailySocial.id, the use of Online Travel Agencies is 71.44% (the survey was conducted in 2013 people), which shows a fairly high dependence on these Online Travel Agencinees facilities. DailySocial.id survey data also shows that as many as 88.72% of respondents within a period of 6 months, had traveled. According to the survey data it was also found that services from OTA, mostly accessed via smartphones (as many as 83.59% of all respondents), this is an indication that the use of smartphones is the most effective way to offer services or services from OTA.

Local Wisdom according to Wibowo is the identity or cultural personality of a nation that causes the nation to be able to absorb, even cultivate cultures that come from outside / other nations into their own character and abilities. Local wisdom is closely related to the culture and culture of a village / urban village that has become a potential in tourism. Village / urban village tourism according to the data collection Village Potential 2018 is a rural area that has several special characteristics to become a tourist destination. The existence of a tourist village is regulated / stipulated in a local regulation. In general, residents in the tourism village area have distinctive traditions and culture, as well as nature and the en-

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