

TOREM MOBILE TOURISM APPLICATION
BASED ON BANGKIT PROJECT 2021
FUNDED BY MINISTRY OF EDUCATION, CULTURE, RESEARCH, AND
TECHNOLOGY



BY:
STEVEN ELNATAN SANTOSO

3303017020

INTERNATIONAL BUSINESS MANAGEMENT STUDY PROGRAM
BUSINESS FACULTY
WIDYA MANDALA SURABAYA CATHOLIC UNIVERSITY
SURABAYA
2021

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the Management Bachelor Degree of
International Business Management

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APPROVAL PAGE
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TECHNOLOGY

BY:
STEVEN ELNATAN SANTOSO

3303017020

Has been approved and accepted
to be Submitted to the Examiner Team

Advisor,



Digitally signed by Robertus
Sigit H.L., SE., M.Sc
DN: C=ID, OU=Management
Department, O=Widya
Mandala Catholic University,
CN="Robertus Sigit H.L., SE.,
M.Sc", E=sigit@ukwms.ac.id
Reason: I am approving this
document
Location: Surabaya
Date: 2021-06-22 18:32:00

Robertus Sigit Haribowo Lukito, SE., M.Sc.

NIDN. 0703087902

Date: 22 June 2021

VALIDATION PAGE

Thesis is written by: Steven Elnatan Santoso NRP 3303017020

Has been examined on 24 June 2021 and declared to have passed by the Panel of Examiners

Head of Examiners Team




Dr. Wahyudi Wibowo, ST., MM.

NIDN. 0715047402

Dean of Business Faculty,




Dr. Ledovicus Lasdi, MM., AK., CA.,
CPA.

NIDN. 0713097203

Date: 24 June 2021

Head of Department,



Digitally signed by Yulika
Rosita Agrippina, SM., MIB
DN: C=ID, OU=Widya
Mandala Catholic
University, O=Faculty of
Business, CN=Yulika
Rosita Agrippina, SM.,
MIB,
E=agrippina@ukwms.ac.id
Reason: I have reviewed
this document
Location: Surabaya
Date: 2021-07-07 10:50:13

Yulika Rosita Agrippina, S.M.,
MIB.

NIDN. 0701079401

Date: 24 June 2021

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PUBLICATION APPROVAL OF SCIENTIFIC PAPER

For the sake of knowledge development, I, as a student of Widya Mandala Catholic University Surabaya:

I, The undersigned below:

Name : Steven Elnatan Santoso

NRP : 3303017020

Title : Torem Mobile Tourism Application Based On Bangkit Project 2021 Funded By Ministry of Education, Culture, Research, and Technology

Acknowledge that this final research study report is authentically written by me. If it is proved that this paper is a plagiarism, I am ready to receive any sanctions from the Business Faculty of Widya Mandala Catholic University Surabaya. I also approve that this papers to be published in internet or other media (The digital library of Widya Mandala Catholic University Surabaya) for academic importance to the extent of copyright law.

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FOREWORDS

First of all, all praises to God for his blessings, love, and guidance for the author so the author able to complete this undergraduate thesis which entitled "Torem Mobile Tourism Application Based On Bangkit Project 2021 Funded By Ministry of Education, Culture, Research, and Technology". This undergraduate thesis is written for one of the requirements to finish his study at Widya Mandala Catholic University Surabaya. During the writing process of this final assignment, the author received a lot of help, support, suggestions, and criticism from various sources. Therefore, the author would like to express his gratitude to:

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The author realizes that this thesis still has a lot of room for improvement and far from perfect. Therefore, the authors welcome all constructive criticism and suggestions from all parties so that the thesis will become better work in the future. In the end, the author hopes this thesis can be useful for anyone who needs it, for both academic and practical use.

Surabaya, 22 June 2021

A handwritten signature in black ink, appearing to be 'ES' or similar initials, written in a cursive style.

Steven Elnatan Santoso

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ABSTRACT

This study aims to create a solution in the promotion part of marketing regarding to the lack of economy equity in the tourism sector. This study is based a program called Bangkit 2021 that given the researcher the opportunities to learn and applying mobile development skills into the final project that become the focus on the research. The objective for these research come to applying the features that planned and developed by researcher's team to be the answer to the problem and that's include making a personalize recommendation, feature that can bring social media aspect, easy travel planner, nearby places scanner, and reward system. This development done in the 4 weeks of given time with expectation of each team had finished creating the prototype and the presentation for it. The result is that every aspects of development that the team planned is mostly done in time and working as expected with some of it not getting applied to the final prototype.

Keyword: *Marketing, Planning, Development, Features.*