ABSTRACT

This research aims to design a tourist website for the Purbasari Pancuran Mas Destination that is interactive and informative. Purbasari Pancuran Mas is a popular tourist destination in the Banyumas area, Central Java. In this digital era, the need for fast and accurate information is very important to support tourism. Therefore, this research was carried out to develop a website that can provide complete information regarding available facilities, operating hours, ticket prices, and activities that can be done at Purbasari Pancuran Mas. The research method used is qualitative using SWOT analysis to determine the advantages and disadvantages of the Purbasari Pancuran Mas tourist website. The research results include the main media of the Purbasari Pancuran Mas tourist website and supporting media x-banners, brochures, posters, Linktree and Instagram feeds. Based on the results of this research, it is hoped that it will make it easier for visitors to obtain information about the beauty and uniqueness of Purbasari Pancuran Mas tourism and increase the number of tourist visits.

Kata kunci: *Keywords*: **Purbasari Pancuran Mas Website**, **Tourism**, **Purwokerto**.