

ABSTRAK

PERANCANGAN UI/UX DESIGN WEBSITE TOUR AND TRAVEL “JELAJAH NUSANTARA” PADA USER CUSTOMER

The tour and travel website is a digital platform that provides various information and services to make travel easier. This site is designed to meet the needs of tourists by offering features such as airline ticket bookings, hotel reservations, tour packages, and vehicle rentals. In addition, this website also provides destination guides, local activity recommendations, and reviews from other users to help tourists plan their trips. With an intuitive interface and 24/7 customer service or online support, this website aims to provide a pleasant and stress-free experience for every user. Personalization features and special offers tailored to user preferences are a significant added value, making this website a comprehensive solution for modern travel needs.

Kata Kunci : Tour, Travel, Website, Web Design, Seven inc