JURNAL RISET INFORMATIKA **P-ISSN: 2656-1743 |E-ISSN: 2656-1735**
Vol. 8, No. 1. December 2025 DOI: https://doi.org/10.34288/jri.v8i1.435
Accredited rank 4 (SINTA 4), excerpts from the decision of the DITJEN DIKTIRISTEK No. 230/E/KPT/2023

ANALYSIS OF CONTENT MANAGEMENT SYSTEM DEVELOPMENT FOR TAMAN MINI ONLINE TICKETING LANDING PAGE

Sahid Triambudhi[-1*)], Ihsan Doni Irawan[-2], Faisal Yusuf Fadhilah[-3]

[1,2]Teknik Informatika
[3]Teknik
Politeknik Negeri Indramayu
sahid@polindra.ac.id[-1], ihsandoniirawan@polindra.ac.id[-2], fyfadhilah@polindra.ac.id[-3]

(*) Corresponding Author

Abstract

Taman Mini Indonesia Indah (TMII), an iconic Indonesian cultural theme park focusing on education and recreation, exhibits high promotional and event dynamics post-revitalization, necessitating its online ticket sales landing page (tiket.tamanmini.com) to present updated information rapidly. Despite having an efficient booking system for transaction management, TMII's main landing page faces a serious operational constraint: every addition of a new ticket (ticket ID), modification, or creation of a new menu section must be executed via manual source code modification (hard code). This practice causes significant inefficiency, delays in publishing promotional tickets (e.g., school holiday bundles), and high risks of errors, directly impacting business revenue potential. This research aims to conduct a comprehensive needs analysis for designing a dedicated Content Management System (CMS) module for TMII's ticket sales landing page, thereby eliminating the reliance on hard coding. The methodology employed is qualitative descriptive, using observation and interviews with the website and operational management teams for data collection. The primary result of this analysis is a detailed specification of the functional and non-functional requirements for the CMS module, including independent CRUD (Create, Read, Update, Delete) capabilities for tickets and banners. The CMS design is expected to significantly enhance the operational efficiency of the management team, ensure content accuracy, and accelerate business response to market opportunities, ultimately making content management for online tickets independent and efficient.

Keywords: Taman Mini; Content Management System; Online Ticket; Booking System; Venue Attraction.

Abstrak

Taman Mini Indonesia Indah (TMII), sebagai destinasi wisata ikonik yang berfokus pada edukasi dan rekreasi budaya, memiliki dinamika promosi dan acara yang tinggi pasca-revitalisasi, menuntut landing page penjualan tiket online-nya (tiket.tamanmini.com) menyajikan informasi tiket terkini secara cepat. Meskipun telah mengimplementasikan booking system yang efisien untuk manajemen transaksi tiket, landing page utama TMII menghadapi kendala operasional serius: setiap penambahan tiket baru (ticket ID), perubahan, atau penambahan section menu pada halaman depan harus dilakukan melalui modifikasi kode sumber secara manual (hard code). Praktik ini menyebabkan inefisiensi, keterlambatan penayangan tiket promo (seperti bundling libur sekolah), dan risiko kesalahan tinggi, yang secara langsung berdampak negatif pada potensi pendapatan bisnis. Penelitian ini bertujuan untuk melakukan analisis kebutuhan guna merancang modul Content Management System (CMS) untuk landing page penjualan tiket TMII, yang dapat menghilangkan ketergantungan pada hard coding. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data melalui observasi dan wawancara terhadap tim pengelola website dan operasional. Hasil dari analisis ini adalah spesifikasi kebutuhan fungsional dan non-fungsional dari modul CMS, yang mencakup kemampuan CRUD (Create, Read, Update, Delete) untuk tiket dan banner secara mandiri. Perancangan CMS ini diharapkan dapat meningkatkan efisiensi operasional tim pengelola, menjamin akurasi konten, dan mempercepat respons bisnis terhadap peluang pasar, sehingga pengelolaan konten tiket online dapat dilakukan secara mandiri dan efisien.

Kata kunci: Taman Mini; Content Management System; Tiket Online; Sistem Pemesanan; Tempat Rekreasi.

INTRODUCTION

Taman Mini Indonesia Indah (TMII) is a vast, iconic cultural theme park in Jakarta. Its core business is in the tourism industry, merging recreation and cultural education, with ticket sales serving as the main source of revenue.

Following a revitalization process, TMII has a new look and is continually improving its ticket sales service, implementing more frequent promotions, and hosting thematic events to attract visitors. This high level of dynamism demands speed and flexibility in the online ticket sales landing page (tiket.tamanmini.com) to present the latest sales information and ticket updates.

The utilization of digital technology for promotion and improving operational efficiency is heavily emphasized in the modern tourism industry (Astuti, 2025; Era Purike et al., 2022; Indrana et al., 2025), making a responsive sales platform key to maintaining competitiveness.

Digital transformation in this sector, particularly through the implementation of e-tourism, has become an urgent necessity to maintain competitiveness and relevance with modern traveler preferences (Budiarta et al., 2025; Gretzel et al., 2015).

In its current state, TMII has already implemented a booking system that displays various ticket types online via the tiket.tamanmini.com landing page. All ticket management including setting ticket categories, display duration, quotas, maximum purchase per transaction, pricing, payment options, promos, voucher codes, and commission values can be managed quickly through the booking system's dashboard.

However, unlike the primary function of the booking system, the landing page serves only as the main portal providing general information about online ticket availability, covering both regular and limited-time promotional/event tickets.

The problem faced by TMII's landing page management team is that every time a new ticket (Ticket ID) is added or changed, or a new section menu is introduced on the landing page, it must be implemented through manual source code modification (hard coding), because there is currently no content management system (CMS) used to handle these frequent changes or additions. The need for flexibility in managing dynamic content is key to effective e-commerce systems, and a CMS (Content Management System) is the industry standard solution for achieving both cost efficiency and adaptability (Adiratama & Hasanah, 2025; Zangana & Zeebaree, 2024).

As a form of statement of the current conditions and the ideal conditions expected, a review was carried out on several aspects to produce a gap analysis table as shown in the table below.

Table 1 explains the results of the review based on current conditions, on several aspects including content management, efficiency and flexibility, and self-managed.

Table 1. Current State

Aspect	Current State
Content Management	Landing page content is managed statistically or using hard coding techniques, thus requiring programmer intervention for simple updates (content, promotions).
Efficiency and Flexibility	The process of updating and publishing information (including sudden changes in ticket prices or the addition of tour packages) is slow and inefficient.
Self-Managed	Landing page content is only managed by a team that understands the technical process and writes static program code for each content update.

Meanwhile, in table 2, explain the results of the analysis of ideal conditions from the same aspects as the current conditions.

Table 2. Ideal State

Aspect	Ideal Status
Content Management	Content is managed dynamically through a user-friendly CMS.
Efficiency and Flexibility	The update and release process can be carried out by non-technical staff quickly, in real-time, and with high flexibility.
Self-Managed	Management staff can be independent in releasing the latest content, information and promotions.

Based on the 2 tables above regarding current conditions and ideal conditions, the gap analysis results are obtained as explained in table 3 below. The main gap in this research is the lack of

P-ISSN: 2656-1743 |E-ISSN: 2656-1735
DOI: https://doi.org/10.34288/jri.v8i1.435
Accredited rank 4 (SINTA 4), excerpts from the decision of the DITJEN DIKTIRISTEK No. 230/E/KPT/2023

integrated and flexible tools for dynamic content management of E-Ticketing products.

Table 3. Gap Analysis

Aspect	Gap Analysis
Functional	The need for a system that can separate the presentation layer (information) from the business layer (ticket transactions), so that both aspects can be managed through one intuitive CMS dashboard.
Efficiency	The difference between the time and resources currently spent on content updates versus what should be minimal time (staff managing it themselves via the CMS).

A Content Management System (CMS) is a platform used to create, manage, and publish digital content without requiring advanced programming skills. It serves as a tool that simplifies the management of digital content from creation to distribution making it accessible even to users without technical expertise (Wulansari et al., 2025).

This practice is not only time-consuming but also carries a high risk of errors. Several studies confirm that developing tourism websites based on a CMS is the solution to enhance information accessibility and provide the ease of independent content management, thereby making promotions more effective and efficient (Astuti, 2025; Dharma et al., 2024).

This inefficiency stemming from the manual process hinders the TMII operational team's ability to respond quickly to market changes. This can have a significant business impact. For example, a delay in displaying a special ticket bundle for the school holidays directly results in a potential loss of revenue due to the delayed availability. The need for a ticket sales platform that is responsive, easily manageable, and reliable is highly emphasized to replace the slow and error-prone manual system (Kanoko et al., 2024).

Furthermore, a CMS has proven to simplify the process for users to manage, edit, and publish content without requiring specialized technical knowledge, which is vital to support the frequent promotional and event needs at TMII (Fathurrohim et al., 2025). Therefore, the main goal of this research is to perform a needs analysis for the development of a CMS module to eliminate the dependency on hard coding, while simultaneously ensuring TMII's online ticket management system becomes efficient, accurate, and independently manageable.

RESEARCH METHODS

This study adopts a qualitative descriptive approach with a primary focus on information system requirements analysis. The qualitative method was chosen because it needed to deeply understand the existing workflow, identify in detail the constraints faced by the operational team, and formulate the truly needed features from the user's perspective.

Outcome of this phase is a solution proposal document concerning the requirements for CMS development by the TMII landing page team. It is expected that the proposed CMS solution must first be approved by the TMII management before proceeding to the subsequent development process.

The research's core focus lies on System Requirements Analysis for the development of the CMS module. The findings from the study are used to describe the current situation and formulate a conceptual solution based on empirical data, partly gathered through observation. Thus, the key output of this methodology section is the system requirements specification that will guide the subsequent system design phase, ensuring that the proposed CMS aligns precisely with TMII's business and operational processes.

Methodology

The implementation stages of this research follow a systematic flow. This procedure is designed to ensure that the proposed solution, the CMS module, is based on factual data and the real needs of the users.

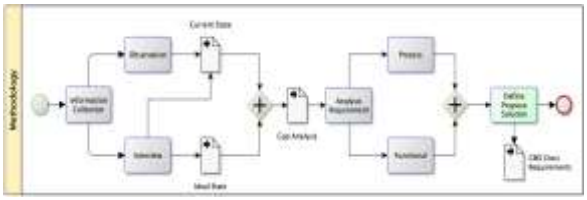

Figure 1. Research Methodology

The image above illustrates the flow of the research conducted. The initial stage begins with the information gathering process, which involves activities carried out by the research team to obtain data related to the current conditions and the expected ideal conditions.

Following this, the process continues to the gap analysis stage, where the information collected during the observation and interviews is formulated into points for further analysis.

The analysis is conducted on two aspects: (1) the proposed solution process (how the CMS will be implemented) and (2) the proposed functional solution (the features of the CMS).

The final result obtained is a CMS development requirements document, which will subsequently serve as a development proposal for TMII.

Information Collection

Information gathering is the initial process of acquiring data from various sources. It includes data collection methods such as surveys or observations, interviews, and form submissions (Hartono, 2022). In this research, two data collection techniques were implemented: observation and interviews.

The initial stage of the research involves a field study to gain an in-depth understanding of the current processes and system conditions. Understanding the existing process provides relevant insights related to the objectives of the research. It allows the researcher to identify what has been implemented, what has not yet been achieved, and what needs improvement. This information serves as the foundation for determining the necessary steps to address the problems identified in this study.

Observation

Observation serves multiple purposes. Through observation, an analyst can determine what tasks are being performed, how they are carried out, who performs them, when and where they take place, how long they take, and why they are done. The analyst may also participate in the procedures performed by the employees to gain a deeper understanding of the process (Sahir, 2022).

From July to August 2025, researchers conducted direct observations of the Website Management Team's workflow when updating content on the tiket.tamanmini.com landing page. Observations focused on carefully recording the process of adding or changing Ticket IDs and introducing new ticket sections.

The observation's goal was to validate the inefficiency and risk of errors caused by the lack of a CMS, as well as to gain an understanding of the technical context of the existing operation process.

Analyzing the existing system is a crucial step in the information system development life cycle for identifying weaknesses and formulating appropriate solutions (Mustofa et al., 2025).

Interview

The main research subjects for this needs analysis are the landing page management team and the TMII online marketing team, who are directly responsible for every addition or change of content on the tiket.tamanmini.com landing page. This group represents the end-users of the proposed CMS, and their daily experiences and constraints, especially in bearing the impact of the inefficient hard coding process, provide the most critical information for the requirements analysis. The landing page management team was specifically selected as a subject to ensure that the analysis conducted not only covers the technical aspects but also meets TMII's business and operational objectives. By focusing on these primary users, the developed CMS is expected to achieve a high adoption rate and effectively resolve the core existing issues.

An interview is a data collection technique conducted by asking a series of research-related questions to predetermined respondents (Permana et al., 2024). The researcher conducted interviews with the landing page management team and the TMII Operational Team.

Next, interviews were conducted with a focus on identifying daily operational constraints, the frequency of content updates, the types of promotions most frequently implemented, and the difficulties arising from the current process. The results of these interviews are crucial for exploring TMII's expectations and perspectives regarding the ideal CMS, covering the formulation of both functional and non-functional requirements.

Analysis Requirement

The analysis process in this research was carried out using observation and interviews with the TMII operational team and the TMII landing page management team. The analysis produced key findings that serve as a guide in setting targets and determining the steps needed to complete this research.

The first output generates the information to be resolved, which is the formulation of the core problem that must be addressed by the CMS.

The second output generates the technical development requirements, where the gathered data is converted into functional system requirements specifications. This includes a list of mandatory features the CMS must possess (Siambaton & Fakhriza, 2023), specifically: Ticket

P-ISSN: 2656-1743 |E-ISSN: 2656-1735
DOI: https://doi.org/10.34288/jri.v8i1.435
Accredited rank 4 (SINTA 4), excerpts from the decision of the DITJEN DIKTIRISTEK No. 230/E/KPT/2023

CRUD functionality with dynamic Ticket ID management (Jefi et al., 2023). System design focused on ease of updates and integration is essential for supporting the sustainable management of tourism destination content publication (Buchori et al., 2025; Yusron & Huda, 2021).

The last output generates sustainable development goals by formulating nice-to-have features or future system developments (Yahya & Azima, 2025). These goals serve as a guide for system scalability, including the potential for integration with analytics systems for data-driven decision-making and the development of content personalization features supported by smart tourism (Prasetyo & Rifai, 2022).

Define Propose Solution

After the core problem was confirmed, namely the dependency on hard coding every time the TMII operational team requests a ticket change which results in slower ticket display times and a high risk of human error in managing Ticket IDs, the development of a CMS is proposed to simplify ticket management.

RESULTS AND DISCUSSION

From the series of research processes conducted, results were obtained that form the basis for considering the proposed solution for TMII and the landing page team. These findings highlight the key challenges and opportunities within the current system. The insights gathered serve as valuable input for designing improvements that align with TMII's operational and digital objectives.

Propose Solution

The proposed solution is the Design of a dedicated Content Management System (CMS) Module that will be integrated with TMII's existing ticket sales landing page. This CMS will be designed based on the principle of user-friendliness, featuring a dashboard interface for the non-technical team. The main design focus will be on developing specific CRUD (Create, Read, Update, Delete) modules for the key content objects: Tickets, Banners, and Promotions.

This CMS module will empower users to upload banners, set promotion display periods, and input unique code details containing new tickets (including the assignment of the Ticket ID) through easy-to-use forms.

This solution is expected to facilitate content management, making it significantly faster. Ultimately, this solution will increase the efficiency of the management team, accelerate TMII's response to marketing opportunities, and guarantee the accuracy of information presented to potential visitors.

As Is - Changes Request Ticket

Figure 2 explains the workflow of the current condition for every request to add or modify tickets on the Taman Mini landing page.

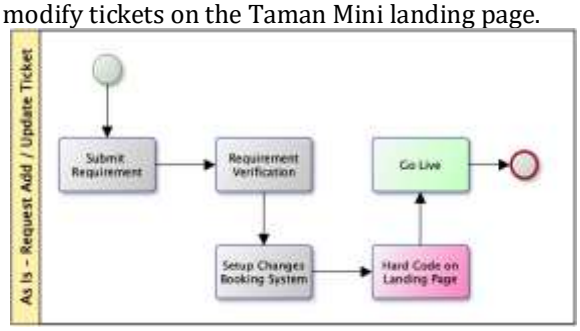

Figure 2. As Is – Changes Request Ticket

In the current running process, every time the TMII operational team submits a change request to the landing page management team, the next step is for the partner to check and verify the completeness of the change requirements. If the requirements are complete, the landing page management team will then proceed to add or modify the ticket within the booking system.

Upon completion of the setup in the booking system, the manager continues the process by performing a hardcode on the landing page section. This process is the final step in the current condition, and it becomes a bottleneck whenever the operational process submitted by TMII requires immediate completion.

As Is - Changes Request Booking System

Figure 3 explains the existing workflow for every addition or modification of tickets carried out within the booking system.

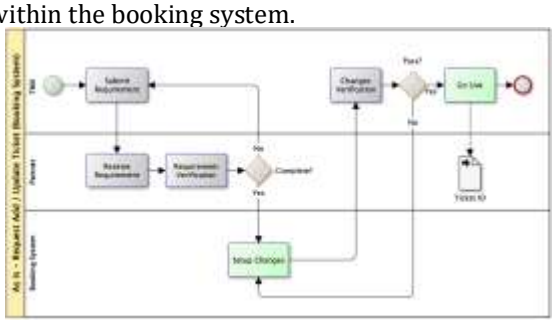

Figure 3. As Is – Changes Request Booking System

P-ISSN: 2656-1743 | E-ISSN: 2656-1735
DOI: https://doi.org/10.34288/jri.v8i1.435
JURNAL RISET INFORMATIKA
Vol. 8, No. 1. December 2025
Accredited rank 4 (SINTA 4), excerpts from the decision of the DITJEN DIKTIRISTEK No. 230/E/KPT/2023

The diagram below clearly illustrates that the change setup is performed in the booking system by the landing page manager, after the requirements submitted by the TMII operational team are complete.

Once the change setup process is finished, the TMII operational team will conduct a check and verification before the changes are finally released in the booking system. Specifically for adding a new ticket, the output is the Ticket ID. This Ticket ID will then be used on the landing page and displayed in the relevant sales section (whether a new or existing one).

As Is - Changes Request Ticket Landing Page

At this stage, the current workflow regarding the changes that need to be implemented once the setup/adjustment in the booking engine is complete is explained. Several activities in this workflow involve performing the hard-coding process, which is neither effective nor efficient.

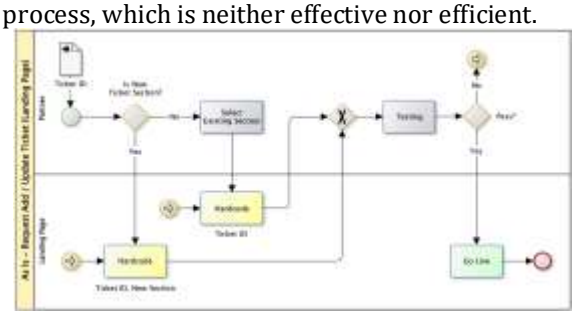

Figure 4. As Is – Changes Request Landing Page

Once the changes in the booking system are completed and approved by the TMII team, the next step is for the manager to perform the hardcode on the TMII landing page. The following flow illustrates that the hardcoding process is divided into two paths: either when only a new Ticket ID is added, or when both a new Ticket ID and a new sales section are added.

Since both scenarios require testing, the manager and the TMII ticket operational team collaboratively conduct a verification check before the update is finally released publicly on the tiket.tamanmini.com landing page.

Default Ticket Section

The image below displays the homepage of the TMII landing page, which features four ticket sales sections: Entrance Ticket, Cable Car Ticket, Entrance Ticket & Jagat Satwa Nusantara, and Annual Pass.

The four ticket section categories shown in the image above are considered "default" and are always displayed on the TMII landing page. However, on occasion, the TMII operational team sometimes adds new ticket types to these existing sections. For example, they might add a TMII entrance bundling ticket, such as: "Buy entrance tickets for 4 people, get 1 person free."

Figure 5. Landing Page TMII

New Section Ticket

In contrast to merely adding a new Ticket ID within an existing section, this image illustrates the addition of a new ticket section named "Piknik Nusantara" (Nusantara Picnic). This new section also contains a collection of new Ticket IDs that are displayed exclusively within it.

Figure 6. New Section "Piknik Nusantara"

Data Needs for CMS

The results of the interviews conducted with the landing page manager indicated the need for several data points for the management process within the CMS. The identified data requirements can be seen in the explanation provided in the table below.

Table 4. Data Needs for CMS

No	Data	Description
1	Thumbnail	Display on section; Ratio 1:1
2	Title	Title section
3	Subtitle	Short description section
4	Valid Date	Start-end ticket display
5	Unique Code	Section code
6	BG Color	Background color section

P-ISSN: 2656-1743 |E-ISSN: 2656-1735
DOI: https://doi.org/10.34288/jri.v8i1.435
Accredited rank 4 (SINTA 4), excerpts from the decision of the DITJEN DIKTIRISTEK No. 230/E/KPT/2023

Unique Code

Considering the risk of errors when adding a Ticket ID, it is proposed to create a ticket categorization based on the specific section where the Ticket ID is displayed. The details of this clearer categorization can be seen in the table below.

Table 5. Unique Code

Unique Code	Entry Ticket	Motorcycle Ticket	Car Mobil	Picnic Ticket
t_piknik	✓			✓
t_masuk	✓	✓	✓	

Based on the examples in the table above, if the TMII operational team wishes to display three Ticket IDs for the individual entrance ticket, motorcycle ticket, and car ticket, the landing page manager only needs to input the unique code "t_masuk" into the CMS.

Similarly, if they only want to display the picnic ticket and the individual entrance ticket, they would simply input "t_piknik" into the CMS.

To Be - Changes Request Ticket

With the introduction of the Content Management System (CMS) for operational processes on the TMII landing page, the proposed workflow is illustrated in the image below.

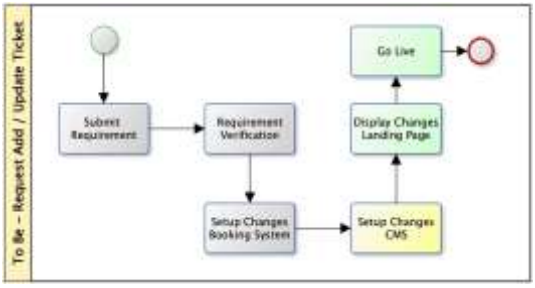

Figure 7. To Be – Changes Request Ticket

Upon receiving any request for adding or changing a ticket, a verification will still be conducted to ensure all change requirements are complete. This is followed by making the necessary adjustments via the booking engine. Once the adjustment process in the booking engine is finalized, the TMII team can directly implement the changes on the TMII landing page. This will significantly save time, as the process previously always required/involved the technical team for every change on the landing page.

To Be - Changes Request Ticket Landing Page

In line with the plan to develop the CMS, the proposed flow for every change on the landing page is to implement the settings directly within the CMS. Whether it involves adding a new ticket type to an existing section or displaying an entirely new ticket section, everything becomes easier to execute with the CMS, especially by using the unique code to group ticket types.

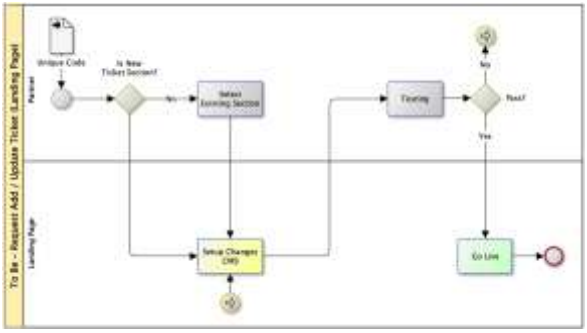

Figure 8. To Be – Changes Request Landing Page

Figure 8 explains the workflow for adding/modifying ticket information content on the landing page. The CMS has the capability to manage (add/delete) a Ticket ID (if the section already exists) and to add a new section (if the section does not yet exist).

Propose UI - List Section

The image below displays the initial CMS screen immediately after a successful login. The manager will see a list of the currently displayed sections. Functionally, these ticket sections can be managed by adding, modifying, and deleting them.

Figure 9. Propose UI – List Section Content

Proposed UI - Add / Update Section

The image below represents the proposed interface for the CMS dedicated to managing tickets and sales sections on the landing page. The form section consists of the data requirements as detailed in table 1.

Figure 10. Propose UI - Add / Update Section

The unique code entry field is where the name of the ticket categorization that will be displayed is entered, as exemplified in table 5.

Expert Validation

In an effort to ensure that the results of the proposed CMS analysis and design are complete and relevant to the needs of TMII, the research team utilized expert validation. This validation was conducted using structured interviews with a Likert scale, and can be performed with as few as three to five relevant experts.

Table 6. Likert Scale

Scale	Value
5	Strongly Agree
4	Agree
3	Neutral
2	Disagree
1	Strongly Disagree

The following is a simple, focused, and not overly complex Expert Validation framework used in this research.

Table 7. Expert Validation

Proposed	Relevance	Needs
Flow CR Ticket	5	5
Flow CR Ticket Landing Page	5	5
UI - List Section	4	4
UI - Add/Update Section	4	4

Based on the information from the expert validation results in Table 7, the value can be calculated by finding the average value (mean) from the total expert score divided by the number of experts.Thus, the calculated value is 28 / 8, which equals 4.5. Since the average value of the expert validation results is above 4.00, the requirements/proposals are considered highly valid/relevant.

Result – Staging Environment

At the time the research was conducted, the CMS had not yet been fully released to production. However, it was already connected to the production database by setting the development environment to “staging”.

During that time, a trial was conducted to perform a content update on the landing page using the CMS on the staging environment. The content tested was an update for October 2025, involving three new sections: “Tiket Promo Gajian”, “Tapak Nusantara”, and “Tiket Nona Nyonya”.

The results demonstrated the time-effectiveness of the new content setup process on the landing page using the CMS, with the details as follows.

Table 8. Expert Validation

Section Name	Avg Process CMS (minutes)	Notes
Tiket Promo Gajian	5-7	Few ticket ID
Tapak Nusantara	5-7	Few ticket ID
Tiket Nona Nyonya	7-10	Many ticket ID

It must be underlined that the information in Table 8 relates only to activities concerning additions/modifications on the landing page via the CMS.

In comparison, the previous condition required a minimum of at least 1 hour for the process of adding a new section via hard-code, and required a minimum of 2 hours to complete the review and deployment process to production. Both of these previous processes heavily required the involvement of a team with technical understanding. This lack of efficiency is highly ineffective for the fast-paced sales cycle characteristic of the tourism industry.

CONCLUSIONS AND SUGGESTIONS

Conclusion

This conclusion is drawn based on the requirements analysis conducted on the Taman Mini Indonesia Indah (TMII) online ticket sales landing page and the operational constraints faced by the management team.

The current TMII landing page lacks a Content Management System (CMS) module for managing dynamic elements such as ticket information, promotional banners, and new section menus. This situation forces the management team to perform manual source code modification (hard coding) whenever ticket data (Ticket IDs) are added or changed, which directly results in inefficiency and a high risk of errors.

This research successfully identified and formulated the necessary functional requirements specifications to address the hard coding issue and the slow response time associated with change requests. The outcome includes a proposed management workflow, system architecture, and the suggested CMS interface.

Requirement that the CMS module must fulfill is CRUD (Create, Read, Update, Delete)

functionality for Ticket (Ticket ID) and Banner/Promo objects. This must be operable independently by the non-technical team through an intuitive dashboard.

The development and implementation of the CMS module will significantly improve operational efficiency, reducing update times from hours to just minutes.

CMS will accelerate TMII's business response to market opportunities (e.g., fast display of seasonal bundling tickets), thereby minimizing potential revenue loss due to delayed information.

Suggestion

Based on the conclusion regarding the necessity of a CMS for the TMII online ticket sales landing page, several follow-up recommendations are provided for system implementation and future development.

It is recommended that the design and implementation of the CMS module be initiated immediately, based on the functional and non-functional requirements specifications formulated in this research.

Primary focus must be placed on features for dynamic Ticket ID management and banner scheduling, ensuring seamless integration with the existing booking system.

For subsequent research and development, it is suggested that advanced content management features be added, such as a simple analytics module within the CMS dashboard to monitor the performance of displayed banners and menu sections.

Research Impact

Academically, the study contributes an Integrated Requirements Engineering Model that merges CMS and E-Ticketing requirements, serving as a significant Digital Transformation Case Study for the Indonesian tourism sector by documenting the shift from hard-coding to dynamic content management.

Practically, the implementation guarantees Operational Efficiency by enabling non-technical staff to perform real-time content and price updates independently, drastically reducing reliance on developers. The research delivers a critical Specification Document (SRS) for system development and ensures Improved Data Accuracy, keeping all public information synchronized and reliable for visitors.

REFERENCES

Adiratama, S. H., & Hasanah, Y. N. (2025). Implementasi Content Management System (Cms) dan Fitur Pemesanan Online Untuk Mendukung Proses Ekspor: Studi Kasus Gocean Export. *Jurnal Entrepreneurship*, *12*(3), 628–633.

Astuti, Y. A. (2025). Pengembangan Website Profil Destinasi Wisata Berbasis Content Management System Pada Dinas Kebudayaan dan Pariwisata Aceh Tenggara. *Jurnal Warta Dharmawangsa*, *19*(2), 825–832.

Buchori, A., Sulistyo, A., Annisa, R. N., & Mahanani, S. (2025). Pengelolaan Konten Publikasi Desa Wisata: Menciptakan Keunggulan Daya Saing dan Pengelolaan Berkelanjutan. *Jurnal Manajemen dan Organisasi*, *16*(1), 26–42.

Budiarta, I. K., Ratniasih, N. L., & Maricar, M. A. (2025). Sistem E-Tourism Berbasis Website Sebagai Media Informasi dan Promosi Wisata Ubud. *Prosiding, Seminar Hasil Penelitian Informatika dan Komputer yang diselenggarakan oleh SPINTER, tanggal 8 Maret 2025.* Bali: Institut Teknologi dan Bisnis STIKOM.

Dharma, B. S., Saputri, N. A. O., & Kurniawan. (2024). Penerapan Content Management System (CMS) Untuk Pengembangan Website Badan Kepegawaian dan Pengembangan SDM Kabupaten Empat Lawang. *Jurnal Nasional Ilmu Komputer*, *5*(3), 176–187.

Fathurrohim, A., Iskandar, J., & Sari, Y. K. (2025). Pengembangan Sistem Content Management System (CMS) Website Pondok Pesantren Menggunakan Framework Laravel. *Jurnal Informatika dan Teknik Elektro Terapan*, *13*(3), 880–890.

Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). Smart Tourism: Foundations and Developments. *Electronic Markets*, *25*(3), 179–188.

Hartono, B. (2022). *Cara Mudah dan Cepat Belajar Pengembangan Sistem informasi*. Semarang: Yayasan Prima Agus Teknik.

Indriana, Y., Singandaru, A. B., & Hulfa, I. (2025). Penggunaan Teknologi Digital Untuk Meningkatkan Penjualan Tiket di PT A&T Holidays Kota Mataram. *Jurnal Ilmiah Hospitality*, *14*(1), 469–480.

Jefi, Fahmi, M., Hendri, Kholifah, D. N., & Suharjanti. (2023). Sistem Informasi Penjualan Tiket Masuk Wisata Jembatan Cinta Berbasis Web. *INTI Nusa Mandiri*, *18*(1), 84–92.

Kanoko, A. A. P., Hadi, R., & Yudiastra, P. P. (2024). Sistem Informasi Pemesanan Tiket Online Pada Perusahaan Bus PO Sarwonadhi Trans Berbasis Website. *Prosiding, Seminar Hasil Penelitian Informatika dan Komputer yang diselenggarakan oleh SPINTER, tanggal 2 Oktober 2024.* Bali: Institut Teknologi dan Bisnis STIKOM.

Zangana, H. M., & Zeebaree, S. R. M. (2024). Distributed Systems for Artificial Intelligence in Cloud Computing: A Review of AI-Powered Applications and Services. *Article in International Journal of Informatics Information System and Computer Engineering (INJIISCOM)*, *5*(1), 1–20.

Mustofa, M. H., Yuderth, A., & Sepriano. (2025). Perancangan Sistem Informasi Pemesanan Tiket Travel pada CV. Jambi Permata Berbasis Web. *Indonesia*, *3*(3), 1–17.

Permana, A. A. J., Apriyanto, Nirsal, Kule, Y., Raharja, M. A., Punne, R. R., Allo, N. T., Hernando, H., & Mahendra, G. S. (2024). *Buku Ajar Pengantar Sistem Informasi*. Jambi: PT Sonpedia Publishing Indonesia.

Prasetyo, H., & Rifai, M. B. (2022). Urgensi Implementasi Smart Tourism Untuk Kemajuan Pariwisata Indonesia. *Journal Of Tourism And Economic*, *5*(2), 147–160.

Purike, E., Kurniasih, I. W., Wulandari, F. W., & Nirwani, A. (2022). Transaksi Digital dan Perkembangan E-Tourism di Indonesia. *NAWASENA : Jurnal Ilmiah Pariwisata*, *1*(2), 12–19.

Sahir, S. H. (2022). *Metodologi Penelitian*. Yogyakarta: KBM Indonesia.

Siambaton, M. Z., & Fakhriza, M. (2023). Aplikasi Content Management System (CMS) Pada Joomla Untuk Membuat Web Service. *Jurnal Nasional Informatika dan Teknologi Jaringan*, *1*(1), 11–13.

Wulansari, N., Pangesti, A. R., Wibowo, F. N., & Mubarak, Z. Y. (2025). *Manajemen Pemasaran Konten Digital*. Cilacap: UNAIC Press Cilacap.

Yahya, K. A., & Azima, M. F. (2025). Perancangan Sistem Pemesanan Tiket Wisata Berbasis Website Pada Lembah Suhita Bandar Lampung. *Journal Artificial Intelligence, Multimedia, and Mobile Technology (AI2MTech)*, *2*(1), 34–51.

Yusron, R. D. R., & Huda, M. M. (2021). Analisis Perancangan Sistem Informasi Perpustakaan Menggunakan Model Waterfall Dalam Peningkatan Inovasi Teknologi. *Journal Automation Computer Information System*, *1*(1), 26–36.