

## INTISARI

Penelitian ini menganalisis penerapan aplikasi Visiting Jogja sebagai bentuk *e-government* dalam mendukung sektor pariwisata di Daerah Istimewa Yogyakarta (DIY). Aplikasi ini dirancang untuk memfasilitasi *tracking* dan *tracing* wisatawan, promosi atraksi wisata, serta digitalisasi layanan pariwisata. Studi ini menggunakan pendekatan kualitatif deskriptif dengan metode studi kasus, melibatkan wawancara mendalam, observasi, dan studi pustaka. Berdasarkan analisis menggunakan *balanced e-government scorecard*, aplikasi ini memenuhi dimensi manfaat dan efisiensi, meski tantangan seperti penurunan pengguna, minimnya promosi, dan fitur teknis yang kurang optimal masih perlu diatasi. Penelitian ini merekomendasikan penguatan promosi, penguatan SDM melalui pembentukan tim khusus, dan koordinasi dengan pengelola wisata terkait penyediaan *section* khusus untuk reservasi online, serta pengalokasian dana ke pengembangan promosi dan fitur prioritas untuk mendukung keberlanjutan aplikasi. Dengan perbaikan tersebut, aplikasi Visiting Jogja memiliki potensi menjadi model *e-government* yang mendukung ekosistem pariwisata digital secara efektif.

**Kata kunci:** Visiting Jogja, *e-government*, pariwisata digital, aplikasi pariwisata.

## **ABSTRACT**

This study analyzes the implementation of the Visiting Jogja application as an e-government initiative to support the tourism sector in the Special Region of Yogyakarta (DIY). The application is designed to facilitate tourist tracking and tracing, promote tourist attractions, and digitize tourism services. This study employs a descriptive qualitative approach with a case study method, involving in-depth interviews, observations, and literature review. Based on the analysis using the balanced e-government scorecard, the application meets the dimensions of benefits and efficiency, although challenges such as declining user engagement, limited promotion, and suboptimal technical features still need to be addressed. This study recommends strengthening promotions, enhancing human resources through the establishment of a dedicated team, and coordinating with tourism managers to provide a specific section for online reservations, as well as allocating funds for promotional development and priority features to support the application's sustainability. With these improvements, the Visiting Jogja application has the potential to become an e-government model that effectively supports the digital tourism ecosystem.

**Keywords:** Visiting Jogja, e-government, digital tourism, tourism application.