

ABSTRACT

The Jelajah Bantul Application was established by the Bantul Regency Government in 2017. This application is a follow-up to the cooperation agreement between the Bantul Regency Government and Gadjah Mada University Yogyakarta. The purpose of this application is to provide tourism information in Bantul to the wider community in order to make it easier to plan tour trips to Bantul Regency. In addition, the Jelajah Bantul application is also a supporting sector for the Bantul Smart City program. As the corona virus outbreak has not ended, this application is also a breakthrough for local governments in providing information services to the public, so it is hoped that the tourism sector can immediately rise in the new normal era. Given the above, this research will focus on the development of the Bantul Exploration application. In measuring the development of these applications, the authors use the target achievement parameters and their integration. The method used in this research is qualitative by collecting data through Dispar Bantul and Limited Liability Company Gamatechno.

Keywords : *Jelajah Bantul Applications, Tourism, Mart City, Corona Virus, New Normal Era.*