Clean Energy and Smart Technology
Volume xx, Number xx, month Year
DOI : https://doi.org/10.58641/

e-ISSN : 2964-2647

IMPLEMENTATION OF PROMO PUSH NOTIFICATIONS IN TICKET BOOKING APPLICATIONS USING FORWARD CHAINING ALGORITHM

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Submitted : xxxxx | **Accepted** : xxxx | **Published** : xxxxx

Abstract: Waterfall is a leading tourist attraction in Winongsari Village, Kaliwiro District, Wonosobo Regency. This waterfall, named Curug Winong, has become a developing tourist spot. This research contains the design and development of promo push notifications using the Forward Chaining method which is intended to help determine promos. This application was developed using the PHP programming language with a MySQL database. This application determines the promo with the conditions that have been determined. Based on dates, holidays, and other applicable conditions. system testing, namely black box and white box testing.

Keywords: Push Notifikasi Promo, Forward Chaining, Ticket

1. INTRODUCTION

Waterfall is a leading tourist attraction in Winongsari Village, Kaliwiro District, Wonosobo Regency. The waterfall named Curug Winong is a developing tourist spot, so this place needs support from the community to become a popular tourist spot in order to improve the economy of the local residents. Since the COVID-19 pandemic, incoming visitor data has decreased significantly compared to before the COVID-19 pandemic, resulting in a decrease in the amount of income for both managers and local residents. Due to the lower public interest in traveling, it is necessary to improve the quality of marketing by implementing push notification promos on the application for booking tickets for the Curug Winong tourist village to foster visitor interest in traveling and also to improve services to visitors.

Currently, the marketing pattern for the Curug Winong Tourism Village has been carried out through the website https://curugwinong.com, which contains basic features such as login, user, admin, homepage, register, booking, about, and contact. However, the website is not yet dynamic because it cannot contain incidental information and is not updated regularly, such as if there are new and fast promos, it will be difficult to reach consumers immediately. In terms of marketing also requires additional strategies for example in receiving promo information under any conditions and at any time. This is very necessary so that the main goal of a tourism concept where one of them is the high interest of tourists can be realized.

The application system was developed with a consultation approach related to the terms of the promo, which was then processed to produce conclusions or results related to the determination of the promo. For the right algorithm in this application system is to use a forward chaining algorithm. Forward chaining is a forward tracking method that starts from a set of facts by looking for rules that match existing assumptions/hypotheses to conclusions or results. Based on the description of the problem, the researcher wants to implement a promo push notification feature on a web-based application system

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2. METHOD

In this section, each researcher expected to be able to make the most recent contribution related to the solution to the existing problems. Researchers can also use images, diagrams, and flowcharts to explain the solutions to these problems.

3. RESULT

In this section, the researcher will explain the results of the research obtained. Researchers can also use images, tables, and curves to explain the results of the study. These results should present the raw data or the results after applying the techniques outlined in the methods section. The results are simply results; they do not conclude.

DISCUSSIONS

In this section, the researchers can give a simple discussion related to the results of the research trials. This section contains the author's opinion about the research results obtained. Common features of the discussion section include the comparison between measured and modeled data or comparison among various modeling methods, the results obtained to solve a specific engineering or scientific problem, and further explanation of new and significant findings

Figure

All figures should be numbered with Arabic numerals (1,2,3,….). Every figure should have a caption in the below of the figure. All photographs, schemas, graphs, and diagrams are to be referred to as figures. Line drawings should be good quality scans or true electronic output. Low-quality scans or monitor capture are not acceptable. Figures must be embedded in the text and not supplied separately. In MS word input the figures must be properly coded. The preferred format of figures is PNG and JPEG. Lettering and symbols should be clearly defined either in the caption or in a legend provided as part of the figure. Figures should be placed at the top or bottom of a page wherever possible, as close as possible to the first reference to them in the paper. Please ensure that all the figures are of 300 DPI resolutions as this will facilitate good output.

The figure number and caption should be typed below the illustration and left-justified [Note: one-line captions of length less than the column width (or full typesetting width or oblong) centered]. The artwork has no text along the side of it in the main body of the text. However, if two images fit next to each other, these may be placed next to each other to save space. For example, see Fig. 1.

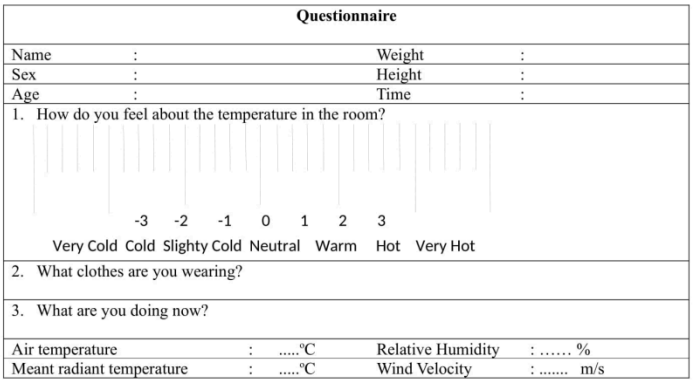

Fig. 1 Caption for figure Times New Roman 10 pt

Table

All tables should be numbered with Arabic numerals. Every table should have a caption. Headings should be placed above tables, left-justified. Only horizontal lines should be used within a table, to distinguish the column

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headings from the body of the table, and immediately above and below the table. Tables must be embedded in the text and not supplied separately. Table 1 is an example which the authors may find useful.

Table 1
The Significance of The Relationship in The Model
*alpha=0.05

Equations

Equations and formulae should be typed in Mathtype or any Equation Editor and numbered consecutively with Arabic numerals in parentheses on the right-hand side of the page (if referred to explicitly in the text). They should also be separated from the surrounding text by one space.

Be sure that the symbols in your equation have been defined before or immediately following the equation. Use "(1)," not "Eq. (1)" or "equation (1)," except at the beginning of a sentence: "Equation (1) is ..."

$$A = \pi r^2 \qquad (1)$$

4. CONCLUSION

The conclusion contains a summary of what is learned from the results obtained, what needs to be improved in further study. Other common features of the conclusions are the benefits and applications of the research, limitation, and recommendations based on the results obtained.

5.

6. ACKNOWLEDGMENT (*optional*)

The acknowledgments are given at the end of the research paper and should at a minimum name the sources of funding that contributed to the article. You may also recognize other people who contributed to the article or data contained in the article but at a level of effort that does not justify their inclusion as authors. You may also state the research grant contract number if any.

7. REFERENCES

The citation and references uses APA 6Th Edition formatting style. The formatting style for citation and references can be seen as the following example **(Hermawan, 2020) :**

Asnawi, M. F., & Syukriasari, F. (2019). A prototype for IoT based rice field irrigation system. *Sinkron: jurnal dan penelitian teknik informatika,* 3(2), 260-265.

Hermawan, H., Prianto, E., & Setyowati, E. (2020). The comfort temperature for exposed stone houses and wooden houses in mountainous areas. *Journal of Applied Science and Engineering*, 23(4), 571-582.