

EXECUTIVE SUMMARY

Teman Jalan exists because of the gap between 'budget travellers' in Indonesia and affordable facilities. The trend of 'budget travelling' in Indonesia is on the rise. However, the main issue is lack of facilities that are within limited budget. This provides a business opportunity.

Teman Jalan is a travel application focused on Indonesia for budget travellers. Like other travelling apps, Teman Jalan provides service for transport ticket and accommodation booking. However, what makes Teman Jalan unique is its customization feature.

The customization feature provided by Teman Jalan to facilitate travellers who has financial limitations as well as advancing Indonesia's tourism. It's also to give travellers a full experience by interacting first hand with locals and cultures of their destination. To ensure that travellers receive a full experience, Teman Jalan has a trivia feature. Introducing Teman Jalan will be supported by social media, community collaborations, and building good relationships with locals.

The effect that this pandemic has on the travelling industry is unimaginable, yet the trend of travelling has given a significant increase on the transportation and hospitality sectors. Along with this, Teman Jalan continues to explore new travel locations that has yet been discovered in Indonesia. This is hoped to be able to increase Teman Jalan's users in the future and the tourism of Indonesia that will, in parallel, help Teman Jalan in the long run.

