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**COMPANY PROFILE WARUNG KOPI (WARKOP) DIPIKIR KARO
NGOPI (DKN) DI KABUPATEN BATANG**, dibawah bimbingan Taryadi,
S.Kom., M.Cs. dan Devi Sugianti, S.Kom., M.Kom.

95 + xiv halaman / 76 gambar / 17 tabel / 7 lampiran / 33 pustaka (2021-2024)

ABSTRAK

Warkop DKN di Kabupaten Batang menghadapi kendala publikasi karena pengelolaan informasi operasional dan promosi masih bersifat konvensional dan sporadis. Fenomena ketidakpastian informasi ini menurunkan efektivitas penyerapan pasar usia produktif (15–25 tahun) dan memperlemah citra profesionalisme usaha. Penelitian ini bertujuan membangun aplikasi Company Profile berbasis web sebagai media publikasi resmi yang terintegrasi untuk mendigitalisasi profil usaha, variasi menu, dan informasi operasional Warkop DKN. Sistem dikembangkan menggunakan Metode Waterfall dengan arsitektur Model-View-Controller (MVC) memanfaatkan bahasa PHP, HTML, CSS, JavaScript, framework CodeIgniter 3.011, serta basis data MySQL. Pemodelan sistem divalidasi melalui diagram Unified Modeling Language (UML) dan Lembar Kerja Tampilan (LKT), serta diimplementasikan menggunakan Bootstrap Template. Validitas sistem diuji secara empiris melalui Black Box Testing dan User Acceptance Test (UAT). Hasil Black Box Testing menunjukkan tingkat keberhasilan fungsionalitas dan navigasi mutlak sebesar 100% pada berbagai peramban utama. Sementara itu, uji UAT mengonfirmasi bahwa website memiliki kecepatan muat optimal, penyajian menu informatif, integrasi WhatsApp API berjalan lancar, serta keamanan back-end yang valid dalam membatasi hak akses administrator dan mencegah anomali data (CRUD). Implementasi ini berhasil meningkatkan citra merek dan kredibilitas usaha, meskipun pengembangan selanjutnya masih memerlukan peningkatan ke sistem multi-operator serta integrasi modul transaksi atau Point of Sale (POS).

Kata Kunci: *Company Profile, Warkop DKN, Waterfall, CodeIgniter 3, Black Box Testing, UAT.*

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COMPANY PROFILE OF DIPIKIR KARO NGOPI (DKN) COFFEE SHOP (WARKOP) IN BATANG REGENCY, under guidance of Taryadi, S.Kom., M.Cs. dan Devi Sugianti, S.Kom., M.Kom.

95 + xiv pages / 76 images / 17 tables / 7 attachments / 33 libraries (2021-2024)

ABSTRACT

Warkop DKN in Batang Regency faced promotional constraints due to conventional and sporadic management of operational information. This information uncertainty reduced market absorption among the productive age group (15–25 years) and weakened the business's professional image. This study aims to build a web-based Company Profile application as an integrated official publication medium to digitalize business profiles, menu variations, and operational information for Warkop DKN. The system was developed using the Waterfall Method with a Model-View-Controller (MVC) architecture, utilizing PHP, HTML, CSS, JavaScript, CodeIgniter 3.011 framework, and a MySQL database. System modeling was validated through Unified Modeling Language (UML) diagrams and Interface Worksheets (LKT), and implemented using a Bootstrap Template. System validity was empirically tested via Black Box Testing and User Acceptance Testing (UAT). The Black Box Testing results showed an absolute 100% success rate for functionality and navigation across major web browsers. Meanwhile, the UAT confirmed that the website possesses optimal load times, informative menu presentation, smooth WhatsApp API integration, and valid back-end security in restricting administrator access and preventing data anomalies (CRUD). This implementation successfully enhanced brand image and business credibility, although future development still requires upgrading to a multi-operator system and integrating transaction or Point of Sale (POS) modules.

Keywords: *Company Profile, Warkop DKN, Waterfall, CodeIgniter 3, Black Box Testing, UAT.*