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SISTEM INFORMASI COMPANY PROFILE DIGITAL BERBASIS UI/UX DI UMAMA STORE PEKALONGAN

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ABSTRAK

Umama merupakan sebuah brand perusahaan retail yang bergerak dibidang fashion dan hijab dibawah PT Nushel Jaya Mandiri. Umama memiliki 33 cabang di seluruh Indonesia, salah satu diantara nya adalah di pekalongan. Umama store pekalongan bealamat di Jl, Urip Sumoharjo No.174 Pringlangu Pekalongan. Permasalahan yang terjadi pada Umama store pekalongan adalah kurangnya informasi dan jumlah visitor yang datang ke Umama store pekalongan. Maka dari itu, dibuatkan Company profile berbasis UI/UX untuk meningkatkan engagement klien atau customer Sistem dibangun menggunakan metode waterfall yang memiliki beberapa tahap, yaitu Komunikasi, Perencanaan, Pemodelan, Konstruksi, dan Penyerahan Unit. Perancangan sistem dibuat dengan UML (Unified Modeling Language) dan LKT (Lembar Kerja Tampilan). Sistem berbasis web yang dibangun menggunakan MySQL sebagai databasenya melalui software Visual Studio Code. Sistem telah berhasil diuji dengan metode GUI (Graphical User Interface), dan UAT (User Acceptance Test). Sistem yang telah dibangun dapat memberikan informasi mengenai produk dan profil umama store pekalongan. Namun sistem belum mampu untuk melakukan proses verifikasi barang sehingga rawan akan terjadinya double input data

Kata Kunci : Company, Profile, Produk

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UI/UX-BASED DIGITAL COMPANY PROFILE INFORMASTION SYSTEM AT UMAMA STORE
PEKALONGAN

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65 + 14 pages / 44 figures / 11 tables / 4 appendices / 15 bibliographies (2015-2026)

ABSTRACT

Umama is a retail company brand engaged in fashion and hijab under PT Nushel Jaya Mandiri. Umama has 33 branches throughout Indonesia, one of which is in Pekalongan. Umama store Pekalongan is located at Jl, Urip Sumoharjo No.174 Pringlangu Pekalongan. The problem that occurred at Umama store Pekalongan is the lack of information and the number of visitors who come to Umama store Pekalongan. Therefore, a UI / UX based Company profile was created to increase client or customer engagement. The system was built using the waterfall method which has several stages, namely Communication, Planning, Modeling, Construction, and Unit Delivery. The system design was made with UML (Unified Modeling Language) and LKT (Display Worksheet). The web-based system built uses MySQL as its database through Visual Studio Code software. The system has been successfully tested with the GUI (Graphical User Interface) and UAT (User Acceptance Test) methods. The system that has been built can provide information about the products and profiles of Umama store Pekalongan. However, the system is not yet capable of carrying out the goods verification process so there is a risk of double data input.

Keywords: *Company, Profile, Product*