

IBADURROHMAN, 20.240.0009

COMPANY PROFILE DI DANU PRASETYA STUDIO BERBASIS WEB, di bawah bimbingan Mosses Aidjili, S.Kom., M.Kom. dan Rizky Wijonarko, S.Kom., M.Kom.

115 + xiv halaman / 81 gambar / 17 tabel / 43 pustaka

ABSTRAK

Kemajuan dalam teknologi informasi mendorong perusahaan untuk memanfaatkan situs web sebagai sarana promosi dan penyampaian informasi. Danu Prasetya Studio, yang menyediakan jasa fotografi dan videografi, memerlukan media digital yang dapat menampilkan profil perusahaan, layanan, serta portofolio karya secara profesional. Penelitian ini dilakukan untuk merancang serta mengembangkan sebuah website company profile sebagai sarana promosi dan sumber informasi bagi Danu Prasetya Studio. Proses pengujian sistem dilakukan menggunakan beberapa pendekatan, yaitu Black Box Testing, White Box Testing, serta User Acceptance Testing (UAT). Pengujian UAT dilakukan melalui wawancara dengan manajemen dan karyawan, serta distribusi kuesioner kepada masyarakat umum sebagai pengguna. Berdasarkan hasil kuesioner kepada masyarakat umum diperoleh hasil 82,14% menyatakan website sangat membantu dalam memperoleh informasi secara daring dan 17,86% menyatakan kurang memerlukan. Pengujian yang dilakukan terhadap sistem menunjukkan bahwa setiap fitur pada website dapat dijalankan dengan baik sesuai dengan spesifikasi yang telah dirancang. Website dinilai menarik, mudah digunakan, informatif, serta efektif dalam menampilkan portofolio dan layanan studio. Selain itu, situs web dapat meningkatkan citra profesional perusahaan dan diterima dengan baik oleh pengguna. Dengan demikian, situs web company profile yang dikembangkan dapat berfungsi sebagai sarana promosi dan informasi yang efektif untuk Danu Prasetya Studio.

Kata Kunci: Situs Web, Company Profile, Sarana Promosi, User Acceptance Testing

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ABSTRACT

Advances in information technology have encouraged companies to utilize websites as a means of promotion and information delivery. Danu Prasetya Studio, which provides photography and videography services, requires digital media that can professionally display its company profile, services, and portfolio of work. This research was conducted to design and develop a company profile website as a promotional tool and information source for Danu Prasetya Studio. The system testing process was carried out using several approaches, namely Black Box Testing, White Box Testing, and User Acceptance Testing (UAT). UAT testing was conducted through interviews with management and employees, as well as distributing questionnaires to the general public as users. Based on the results of the questionnaire to the general public, 82.14% stated that the website was very helpful in obtaining online information and 17.86% stated that it was not necessary. The system testing showed that every feature on the website can be implemented well according to the designed specifications. The website is considered attractive, easy to use, informative, and effective in displaying the studio's portfolio and services. In addition, the website can enhance the company's professional image and is well received by users. Thus, the developed company profile website can serve as an effective promotional and informational tool for Danu Prasetya Studio.

Keywords: *Website, Company Profile, Promotional Tool, User Acceptance Testing*