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**SISTEM INFORMASI PENYEDIA JASA FOTO BERBASIS WEBSITE DI
EXPOSE FOTOGRAFI**, dibawah bimbingan Nama Dosbim 1 dan Dosbim 2

178 + xvii halaman / 81 gambar / 13 tabel / 3 lampiran / 35 pustaka (2019 - 2024)

ABSTRAK

Expose Fotografi adalah usaha jasa foto di Desa Muncang yang telah berdiri 10 tahun, menawarkan paket prewedding, wedding, outdoor, festival, dan cetak foto. Usaha ini terus berinovasi dan memiliki permintaan layanan yang terus meningkat. Setiap hari, Expose Fotografi melayani sekitar 25–40 konsumen. Pemesanan masih dilakukan melalui WhatsApp, yang sering menimbulkan miskomunikasi. Promosi pun masih bersifat konvensional, yaitu dari mulut ke mulut. Pencatatan pemesanan dan transaksi secara manual, sehingga sering terjadi kesalahan jadwal akibat perubahan dari konsumen. Kesalahan pencatatan ini bisa berdampak serius. Selain itu, Expose Fotografi juga mengalami kendala dalam penentuan harga dan pencatatan transaksi. Metode pengembangan sistem yang digunakan dalam penelitian ini adalah waterfall (Wachid 2020), yang mencakup tahapan requirement, design, implementation, verification dan maintenance. Sistem dirancang menggunakan bahasa pemrograman PHP dengan framework Laravel dan database MySQL. Diagram UML, seperti use case, activity, sequence, dan class, digunakan dalam proses perancangan yang meliputi pembuatan skenario sistem, ilustrasi tampilan, dan penyusunan kode sederhana hingga menjadi program yang berfungsi. Sistem diuji menggunakan metode pengujian white box, black box, dan user acceptance testing (UAT) untuk memastikan fungsionalitas dan keandalan. Hasil penelitian menunjukkan secara keseluruhan, sistem booking jasa fotografi Expose Fotografi dan tampilan aplikasi pemesanan expose fotografi dinilai sangat baik oleh mayoritas responden dengan tingkat kepuasan pengguna 72,5%, meskipun ada beberapa masukan pada aspek pelacakan pemesanan jasa fotografi yang dapat ditingkatkan

Kata Kunci : *Expose Fotografi, sistem informasi jasa fotografi, pemesanan online, Laravel, MySQL, waterfall*

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WEB-BASED SERVICE PROVIDER INFORMATION SYSTEM AT

EXPOSE PHOTOGRAPHY, supervised by Advisor 1 and Advisor 2

178 + xvii pages / 81 figures / 13 tables / 3 appendices / 35 references (2019–2024)

ABSTRACT

Expose Fotografi is a photography service business in Muncang Village that has been operating for 10 years, offering pre-wedding, wedding, outdoor, festival, and photo printing packages. This business continues to innovate and has a steadily increasing demand for its services. Every day, Expose Fotografi serves around 25–40 customers. Orders are still placed via WhatsApp, which often leads to miscommunication. Promotions are also still conventional, namely word of mouth. Orders and transactions are recorded manually, so scheduling errors often occur due to changes made by customers. These recording errors can have serious consequences. In addition, Expose Fotografi also experiences difficulties in determining prices and recording transactions. The system development method used in this study is waterfall (Wachid 2020), which includes the stages of requirements, design, implementation, verification, and maintenance. The system was designed using the PHP programming language with the Laravel framework and MySQL database. UML diagrams, such as use case, activity, sequence, and class, were used in the design process, which included creating system scenarios, illustrating displays, and compiling simple code into a functioning program. The system was tested using white box, black box, and user acceptance testing (UAT) methods to ensure functionality and reliability. The results of the study show that overall, the Expose Fotografi photography service booking system and the appearance of the photography booking application were rated very good by the majority of respondents with a user satisfaction rate of 72.5%, although there was some feedback on aspects of photography service order tracking that could be improved.

Keywords: *Expose Fotografi, photography service information system, online booking, Laravel, MySQL, waterfall.*