

WILLY GUNAWAN, 21.240.0013

**PEMBUATAN WEBSITE SEBAGAI MEDIA PEMESANAN DI
PERCETAKAN SAPTA KARYA PEKALONGAN,** Dibawah bimbingan Dicke

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140 + xiv halaman / 2 lampiran / 21 gambar / 9 tabel / 19 daftar pustaka

ABSTRAK

Percetakan Sapta Karya Pekalongan masih mengandalkan sistem pemesanan konvensional melalui toko fisik dan aplikasi WhatsApp. Hal ini menimbulkan beberapa permasalahan, seperti keterbatasan jangkauan promosi, ketiadaan katalog digital, serta lambatnya konfirmasi ketersediaan barang yang berdampak pada rendahnya jumlah transaksi harian. Penelitian ini bertujuan membangun website pemesanan online sebagai media transaksi dan promosi yang efisien. Pengembangan sistem menggunakan metode Waterfall yang meliputi tahap Requirement, Design, Implementation, Verification, dan Maintenance. Data dikumpulkan melalui observasi, wawancara, dan kuesioner. Implementasi aplikasi dikembangkan menggunakan framework Laravel, Tailwind CSS, JavaScript, serta basis data SQLite. Pengujian dilakukan melalui White Box Testing (dengan nilai Cyclomatic Complexity $V(G) = 8$), Black Box Testing, dan User Acceptance Test (UAT) kepada manajer serta 30 responden pelanggan. Hasil penelitian menunjukkan bahwa website ini berhasil dibangun dan terbukti mampu mempercepat proses pemesanan, menyajikan informasi produk secara transparan, serta mempermudah pelanggan dalam melakukan transaksi cetak sablon secara mandiri dari jarak jauh.

Kata Kunci : *Pemesanan Online, Percetakan, Website, Sapta Karya Pekalongan*

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DEVELOPMENT OF A WEBSITE AS AN ORDERING MEDIA AT SAPTA KARYA PEKALONGAN PRINTING, Under the supervision of Dicke JSH Siregar, M.Kom. and Moses Aidjili, M.Kom.

140 + xiv pages / 2 appendices / 21 figures / 9 tables / 19 references

ABSTRACT

Sapta Karya Pekalongan Printing still relies on a conventional ordering system through its physical store and WhatsApp application. This leads to several problems, such as limited promotional reach, the absence of a digital catalog, and slow confirmation of item availability, which ultimately impacts the low volume of daily transactions. This study aims to build an online ordering website as an efficient transaction and promotional platform. The system development utilizes the Waterfall method, which includes the stages of Requirement, Design, Implementation, Verification, and Maintenance. Data were collected through observation, interviews, and questionnaires. The application implementation was developed using the Laravel framework, Tailwind CSS, JavaScript, and an SQLite database. Testing was conducted through White Box Testing (with a Cyclomatic Complexity value of $CV(G) = 8$), Black Box Testing, and User Acceptance Testing (UAT) involving the manager and 30 customer respondents. The results show that the website was successfully developed and proven to accelerate the ordering process, present product information transparently, and enable customers to independently perform screen printing transactions remotely.

Keywords: Online Ordering, Printing, Website, Sapta Karya Pekalongan