

ADISTI DWI FITRIA RINJANI, 21.240.0085

**COMPANY PROFILE EVENT ORGANIZER RISVA MANAGEMENT
BERBASIS WEBSITE**

Dibawah bimbingan Much Rifqi Maulana, M.Kom dan Nur Ika Royanti, S.Kom.,
M.Kom

Halaman xiv + 156 Halaman / 129 Gambar / 3 Lampiran / 36 Tabel / 26 Pustaka

ABSTRAK

Risva Management adalah perusahaan Event Organizer (EO) yang berfokus pada layanan penyelenggaraan acara seperti pernikahan. Seiring meningkatnya kepercayaan klien, cakupan layanan perusahaan meluas hingga ke berbagai daerah. Namun, metode promosi yang digunakan masih konvensional, seperti brosur dan Instagram, sehingga informasi yang disampaikan terbatas. Penelitian ini bertujuan untuk mengembangkan profil perusahaan berbasis website sebagai media promosi dan penyampaian informasi. Pengembangan website menggunakan metode SDLC Waterfall yang meliputi analisis kebutuhan, desain sistem, implementasi, dan pengujian dengan metode GUI dan UAT, serta memanfaatkan alat bantu UML seperti diagram use case, activity, sequence, dan class. Hasil penelitian menunjukkan bahwa website yang dikembangkan mampu menyajikan informasi secara lengkap, menarik, dan efektif dibandingkan media konvensional, dengan fitur galeri, paket layanan, dan testimoni yang meningkatkan brand awareness serta memperkuat citra perusahaan. Saran pengembangan mencakup peningkatan responsivitas untuk perangkat seluler dan penambahan fitur pemesanan paket acara secara online guna meningkatkan aksesibilitas dan efisiensi pelayanan.

Kata kunci : Event Organizer, Company Profile, Website, UML, GUI, SDLC Waterfall.

ADISTI DWI FITRIA RINJANI, 21.240.0085

**COMPANY PROFILE OF RISVA MANAGEMENT EVENT ORGANIZER
BASED ON WEBSITE**

Supervised Much Rifqi Maulana, M.Kom dan Nur Ika Royanti, S.Kom., M.Kom
xiv + 156 Pages / 129 Figures / 36 Tables / 3 Attachments / 29 References

ABSTACT

Risva Management is an Event Organizer (EO) company specializing in event services such as weddings. As client trust increases, the company's service coverage has expanded to various regions. However, the promotional methods still rely on conventional media such as brochures and Instagram, which limits the information conveyed. This research aims to develop a website-based company profile as a medium for promotion and information dissemination. The website development employed the SDLC Waterfall method, which includes requirement analysis, system design, implementation, and testing using GUI and UAT methods, while utilizing UML tools such as use case, activity, sequence, and class diagrams. The research results show that the developed website can present complete, attractive, and effective information compared to conventional media. Features such as galleries, service packages, and testimonials help improve brand awareness and strengthen the company's image. Suggestions for further development include enhancing mobile responsiveness to improve user experience and adding an online event package booking feature to increase accessibility and service efficiency.

Keywords: Event Organizer, Company Profile, Website, UML, GUI, SDLC Waterfall.