

ADIBA SHOFWATUN NAJA, 22.240.0009

COMPANY PROFILE BERBASIS WEBSITE DAN MULTIMEDIA SEBAGAI MEDIA PROMOSI DAN PENGENALAN LINGKUNGAN SEKOLAH KEPADA MASYARAKAT DI SMP NEGERI 1 WONOPRINGGO, dibawah bimbingan Much. Rifqi Maulana, M. Kom. dan Wachid Darmawan, M. Kom. 132 hal, 119 gambar, 11 tabel, 52 pustaka (2015 – 2025).

ABSTRAK

Penyampaian informasi yang cepat dan terpercaya menjadi kebutuhan utama sekolah dalam membangun citra profesional. Dalam upaya penyampaian informasi, SMPN 1 Wonopringgo menggunakan berbagai metode seperti penyebaran brosur dan pemanfaatan media sosial. Metode ini telah berjalan cukup efektif namun dari segi kecepatan penyampaian dan akurasi informasi, masih terbatas. Untuk meningkatkan kredibilitas dan citra profesional SMP Negeri 1 Wonopringgo, diciptakan sebuah sistem company profile berbasis website dan multimedia yang dapat menyajikan informasi sekolah secara real-time dan up-to-date. Website ini menampilkan berbagai informasi resmi sekolah seperti sejarah, data guru, rombel, kegiatan, serta multimedia berupa galeri foto dan video. Integrasi multimedia berupa foto dan video menjadikan tampilan lebih menarik dan informatif. Sistem ini dirancang menggunakan source code PHP dan framework CodeIgniter-4 dengan metode pengembangan waterfall. Pengujian sistem menggunakan stress testing dan User Acceptance Testing (UAT). Dengan adanya company profile berbasis website ini, diharapkan dapat membantu promosi sekolah, memperkenalkan sekolah kepada masyarakat secara lebih luas, meningkatkan kepercayaan masyarakat, dan meningkatkan citra profesional dari sekolah. Adapun untuk penelitian selanjutnya dan pembaharuan ke depan perlu dilakukan pengembangan fitur berbasis AI seperti chatbot untuk menjawab pertanyaan otomatis dari masyarakat, penambahan fitur notifikasi berita terbaru agar masyarakat lebih cepat mengetahui update sekolah, serta penambahan fitur-fitur lainnya sesuai dengan kebutuhan dan perkembangan teknologi.

Kata Kunci : Company Profile, Website, Multimedia, SMP

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COMPANY PROFILE BASED ON WEBSITE AND MULTIMEDIA AS A PROMOTION AND SCHOOL ENVIRONMENT INTRODUCTION MEDIA TO THE COMMUNITY AT SMP NEGERI 1 WONOPRINGGO, supervised by: Much. Rifqi Maulana, M. Kom. and Wachid Darmawan, M. Kom., 132 pages, 119 figures, 11 tables, 52 references (2015 – 2025).

ABSTRACT

The delivery of fast and reliable information has become an essential requirement for schools in building a professional image. In its effort to provide information, SMPN 1 Wonopringgo has utilized several methods such as distributing brochures and using social media. These methods have been relatively effective; however, in terms of speed and accuracy, they still have limitations. To enhance the credibility and professional image of SMP Negeri 1 Wonopringgo, a website- and multimedia-based company profile system was developed to present school information in real-time and in an up-to-date manner. The website contains official school information such as history, teacher data, student groups, activities, and multimedia components such as photo and video galleries. The integration of multimedia elements makes the website more attractive and informative. The system was developed using PHP source code and the CodeIgniter 4 framework, adopting the waterfall development method. System testing uses stress testing and User Acceptance Testing (UAT). With this website-based company profile, it is hoped that it can help promote the school, introduce the school to the wider community, increase public trust, and improve the professional image of the school. For further research and future updates, it is necessary to develop AI-based features such as chatbots to automatically answer questions from the public, add the latest news notification feature so that the public can find out school updates more quickly, and add other features according to needs and technological developments.

Keywords: *Company Profile, Website, Multimedia, SMP*