

REDESIGN COMPANY PROFILE BERBASIS WEBSITE DENGAN METODE DESIGN THINKING DI SMK ISLAM BOJONG, dibawah bimbingan Era Yunianto, S.Kom., M.Kom dan Hari Agung, M.Kom. 145 hal, 84 gambar, 19 tabel, 22 pustaka (2020 – 2025).

ABSTRAK

Penyampaian informasi yang cepat, akurat, dan terpercaya merupakan kebutuhan penting bagi lembaga pendidikan dalam membangun citra profesional. SMK Islam Bojong memerlukan media informasi yang mampu menampilkan profil sekolah secara menarik, interaktif, dan mudah diakses. Perancangan ini bertujuan untuk merancang sebuah sistem company profile berbasis website yang dapat menyajikan informasi sekolah secara real-time, up-to-date, serta didukung oleh integrasi multimedia berupa foto dan video. Metode pengembangan yang digunakan adalah Design Thinking, yang meliputi tahapan empathize, define, ideate, prototype, dan test. Website dirancang menggunakan bahasa pemrograman PHP dengan framework CodeIgniter 4, serta dilengkapi tampilan antarmuka yang user-friendly. Informasi yang ditampilkan mencakup sejarah sekolah, data guru, jumlah rombel, kegiatan, dan galeri multimedia.

Berdasarkan Hasil perancangan menggunakan Pengujian pada tahap test mencakup evaluasi kegunaan (usability testing) dan MAZE metode riset pengguna (user research) yang bertujuan mengukur kecocokan fungsi, kemudahan penggunaan, dan kelengkapan informasi. Dengan prototipe website ini disempurnakan berulang kali hingga memenuhi kriteria kebutuhan pengguna dan tujuan promosi sekolah. Secara keseluruhan, penggabungan prototyping dan Design Thinking pada metode pengembangan sistem memberikan kerangka kerja yang responsif terhadap umpan balik pengguna dan mendukung tercapainya solusi yang lebih user-centered. dan pengujian performa selama 4 minggu dan didapati dengan hasil yang baik.

Diharapkan penyampaian informasi sekolah memberikan kemudahan melalui pendekatan yang terstruktur, kolaboratif dan responsive sehingga menghasilkan solusi yang relevan, inovatif dan meminimalkan risiko kegagalan, serta mampu meningkatkan citra SMK Islam Bojong lebih baik lagi.

Kata kunci: *Company Profile, Website, Design Thinking, SMK Islam Bojong*

WEBSITE-BASED COMPANY PROFILE REDESIGN USING DESIGN THINKING METHOD AT BOJONG ISLAMIC VOCATIONAL SCHOOL, under the guidance of Era Yunianto, S.Kom., M.Kom and Hari Agung, M.Kom. 145 pages, 84 figures, 19 tables, 22 references (2020 – 2025)..

ABSTRACT

Fast, accurate, and reliable information delivery is crucial for educational institutions in building a professional image. Bojong Islamic Vocational School requires information media that can present the school's profile in an attractive, interactive, and easily accessible manner. This project aims to create a website-based company profile system that can present real-time, up-to-date school information, supported by multimedia integration in the form of photos and videos. The development method used is Design Thinking, which includes the stages of empathize, define, ideate, prototype, and test. The website was designed using the PHP programming language with the CodeIgniter 4 framework and features a user-friendly interface. Information displayed includes school history, teacher data, class size, activities, and a multimedia gallery.

Based on the design results, testing during the testing phase included usability testing and the MAZE user research method, which aimed to measure functional suitability, ease of use, and completeness of information. Using the prototype, the website was repeatedly refined until it met user needs and the school's promotional objectives. Overall, the integration of prototyping and Design Thinking into the system development methodology provides a framework that is responsive to user feedback and supports the achievement of more user-centered solutions. Performance testing over a four-week period yielded positive results.

It is hoped that the delivery of school information will be facilitated through a structured, collaborative, and responsive approach, resulting in relevant, innovative solutions that minimize the risk of failure and further enhance the image of SMK Islam Bojong.

Keywords: Company Profile, Website, Design Thinking, SMK Islam Bojong