

AHMAD KHOLILLURROHMAN 22.240.0039

COMPANY PROFILE FOOD COURT DIPLATARAN

PEKAJANGAN BERBASIS WEBSITE Dibawah bimbingan Eny
Jumiati, M.Kom dan Wahyu Setianto, M.Kom

65 + xii halaman / 16 gambar / 10 tabel / 25 pustaka (2020-2026)

ABSTRAK

Food Court Diplataran Pekaingan belum memiliki website resmi sebagai media informasi dan promosi yang terintegrasi. Informasi mengenai tenant, menu, fasilitas, lokasi, serta informasi lainnya masih tersebar melalui media sosial masing-masing tenant dan rekomendasi pengunjung, sehingga calon pengunjung kesulitan memperoleh informasi secara lengkap dan terpusat. Penelitian ini bertujuan mengimplementasikan Company Profile berbasis website sebagai media informasi dan promosi digital resmi bagi Food Court Diplataran Pekaingan serta memudahkan pengelola dalam mengelola informasi dan pengunjung dalam memperoleh informasi sebelum berkunjung. Pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi terhadap Food Court Diplataran Pekaingan. Implementasi sistem mencakup pengumpulan dan penyiapan data, penerapan sistem, pelatihan pengguna, pengujian, dan evaluasi. Hasil implementasi menunjukkan bahwa website mampu menyediakan informasi tenant, menu, galeri, denah tenant, fasilitas, informasi kontak, kritik dan saran, serta pendaftaran tenant secara terpusat. Pengujian sistem dilakukan menggunakan metode UAT. Pengujian performa sistem dilakukan menggunakan Chrome Dev Tools dan Locust. Implementasi Company Profile berbasis website berhasil menyediakan media informasi dan promosi digital yang terintegrasi, memudahkan pengelola dalam mengelola informasi serta membantu pengunjung memperoleh informasi secara lebih efektif, dengan saran agar pengelola melakukan pembaruan data secara berkala dan pengembangan selanjutnya menambahkan analitik pengunjung, integrasi media sosial, serta sistem admin berbasis mobile.

Kata Kunci: *Company Profile, Website, Food Court, Implementasi Sistem.*

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ABSTRACT

Diplataran Pekajangan Food Court currently lacks an official website as an integrated promotional and informational medium. Information regarding tenants, menus, facilities, location, and other updates remains scattered across individual tenant social media accounts and word-of-mouth recommendations, making it difficult for prospective visitors to obtain comprehensive and centralized information. This study aims to implement a web-based Company Profile as an official digital information and promotion platform for Diplataran Pekajangan Food Court, facilitating management in content administration and enabling visitors to easily access information prior to their visit. Data collection was conducted through observation, interviews, and documentation at Diplataran Pekajangan Food Court. The system implementation encompassed data collection and preparation, system deployment, user training, testing, and evaluation. The implementation results demonstrate that the website effectively provides centralized information on tenants, menus, galleries, tenant floor plans, facilities, contact details, a feedback form (criticism and suggestions), and online tenant registration. System testing was conducted using User Acceptance Testing (UAT), while performance testing was evaluated using Chrome DevTools and Locust. The implementation of the web-based Company Profile successfully delivered an integrated digital promotional and informational medium that simplifies content management for administrators and improves information accessibility for visitors. Recommendations for future development include regular data updates by management, the integration of visitor analytics, social media connectivity, and a mobile-based admin system

Keywords: *Company Profile, Website, Food Court, System Implementation.*