

ABSTRACT

Company Profile Website Design Using the RAD (Rapid Application Development) Method

Case study (PT. Tapian Godang Tua)

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Technology can have a good impact on a company, with the existence of technology a company can reach a broad market and provide company information to many customers more practically and can reduce company costs. However, there are still many companies that have not utilized information technology, one of which is PT. Tapian Godang Tua. However, in marketing this company has not been able to reach a wider target market because not many outsiders know about PT. But Godang Tua is so that the marketing of goods and services as well as the provision of company information to the public is not yet widespread. This problem can hinder the development of the company because many people do not know information about the company and it is possible for the company to experience losses due to a lack of customers. The way to overcome this problem is by utilizing information technology by designing a company profile website where people can access the website to find out information about the company. The method used to build this website is Rapid Application Development (RAD). RAD has the goal of shortening the work when it is generally needed in the development, design & implementation of an information system, RAD has three stages namely Planning requirements, Design Workshop, & Implementation. The results based on this research are in the form of a website for PT. Tapian Godang Tua which many people can access online without having to come directly to PT. Tapian Godang Tua who will assist in providing company information and marketing the company's goods and services to the wider community. Based on the results of testing the functionality of the system using blackbox testing, the results show that the system can run as expected, which can help the company introduce the company to the wider community. Then the test used SUS which obtained a final result of 83.25 with a B rating scale with an excellent adjective range, which can be concluded that PT Tapian Godang Tua's website company profile is acceptable to users.

Keywords: *Rapid Application Development, Website, SUS, Company Profile, PT. Tapian Godang Tua, Blackbox Testing*