

ABSTRACT

DESIGN AND BUILD COMPANY PROFILE WEBSITE GAL MANAGEMENT AS ENDORSEMENT MEDIA USING LARAVEL FRAMEWORK WITH WATERFALL METHOD

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The COVID-19 pandemic and the advancement of the digital world, especially in Indonesia, have changed a lot of people's behavior, especially in the economic field, especially sales methods through application platforms, both social media and marketplaces. Social media that is very diverse also affects various advertising models that are both soft selling and hard selling, so that the trend of the *development* of digital transactions has grown rapidly in recent years through social media promotions such as Facebook, Instagram, Tik Tok, and others. The number of social media and internet users in Indonesia is a huge opportunity for digital marketing service providers to help market digital products to help business owners. GAL (Get A Life) Management is one of the businesses in the field of digital marketing. But currently *GAL MANAGEMENT* is still focused on offering its products on social media, not in the form of a web application, so in this study we will design a dynamic *company profile website* for *GAL MANAGEMENT* using the framework from the PHP programming language that focuses on Laravel and Bootstrap and a *MySQL database*. This research takes references from previous research conducted in 2021, namely "Designing a Web-Based Company Profile at the Salafiyah Syamsul Huda Islamic Boarding School in Batam" using Laravel and *MySQL* with the SDLC *development* method Waterfall model," by developing case studies and different business objectives. In this study, the SDLC *development* method with the Waterfall model starts from requirements analysis, namely, conducting observations and interviews to define the business process requirements of *GAL MANAGEMENT* that will be implemented in the application. then validated by *Gal management, development* is the execution stage from design to coding using Laravel, bootstrap, and a *MySQL database*, testing using the BlackBox Testing method, and the last stage is doing maintenance so that in the future there will be no bugs in the application. can help *GAL MANAGEMENT* in marketing its digital products so that they can be widely known by the public, not only through social media.

Keywords: *Company Profile, Digital Marketing, Laravel , Web development.*