ABSTRACT

DESIGN A WEBSITE FOR ONLINE PHOTOGRAPHY SERVICES IN THE STUDIO ACCOMPANIED BY THE SCRUM METHOD

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     Along with the rapid advancement of information and communication technology and the growing need for fast and accurate information, photography services are increasingly exploring the realm of online platforms to extend their reach to a wider range of customers. In 2021, Studio Temani was introduced, aiming to provide a range of photography services carefully designed to meet the diverse needs of individuals, groups, families, and graduates living in Grand Galaxy, Bekasi. Today, this valuable information is disseminated through word of mouth referrals and social media posts. In terms of website development, the use of Scrum methodology proves to be a very advantageous approach to managing projects. Nowadays due to the inherent adaptability of the Scrum method, which allows seamless integration of any unexpected changes that may occur during the development process. In addition, the Scrum method does not impose strict requirements in terms of team size, which further increases its flexibility. In addition, Scrum follows a systematic and iterative approach, placing emphasis on sprints as an essential component of the overall process. This particular characteristic can be traced back to early implementations of Scrum methods. The aim of this study is to improve the effectiveness of web development by applying Scrum methodology in website creation which facilitates smooth utilization of online photography services for customers. This research method is a qualitative case study. The study found that the design of this website prioritises user-friendliness by using sprints, stand up meetings, and retrospective meetings. These methods helped the development team work better and produce a superior end product.

Keywords: Daily Sprint, Photography Service, Website Development, Scrum Method, Sprint Backlog.