

ABSTRACT

DESIGN AND BUILD E-CATALOG BASED ON WEBSITE ON CV.KREASINDO KARYA MEDIA USING RAPID APPLICATION DEVELOPMENT METHOD

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The development of information technology has many benefits, one of which is in the form of helping humans to achieve maximum productivity and results in the work they do. One of the factors causing human work to be quickly resolved is access to easy-to-obtain information. Information becomes one of the needs for humans in completing work so that it is completed on purpose. The dissemination of information that is right on target produces a good impact in the form of results obtained according to the target, so that various agencies require information, one of which is the company. In Purwokerto City there is a Limited Liability Company, namely CV. Kreasindo Karya Media which provides various products in the form of goods and services to meet business needs, events, business, advertising and video content. CV.Kreasindo Karya Meida has a problem with distributing product and service information that is not fast and on target in disseminating available product information. One form of utilizing information technology as a means of disseminating information quickly and on target is e-catalog. E-catalog is able to provide various information in the form of product lists and prices that can be accessed online, so that information about products can be more easily accessed. This research was conducted to produce an e-catalog information system at CV. Kreasindo Karya Media to assist in the process of distributing product information. The location of this research is CV. Kreasindo Karya Media which is located in the Banyumas Regency. This study aims to build an e-catalog system using the Rapid Application Development (RAD) method. The stages in this research are business modeling, data modeling, process modeling, application development, testing and turnover. The result of this research is a website-based e-catalog system. The test results using black box testing are 100% of the features are declared functionally valid and for the user acceptance test the results show an average value of 91.2%, the function category produces a percentage of 89.5% and the design category produces a value of 88.5%, so it can be concluded that the system is worth "Very Good" so that this system can be accepted by users and succeeded in disseminating product information on CV.Kreasindo Karya Media to the public in accordance with the objectives.

Keywords: Website, E-katalog, Metode Rapid Application Development, Black Box Testing, User Acceptance Test