

## **ABSTRACT**

# **DESIGN AND BUILD WEB-BASED COMPANY PROFILE ON MILKMAX MILKSHAKE USING RAPID APPLICATION DEVELOPMENT METHOD**

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*Milkmax Milkshake has been established since 2013 which has a milkshake processed beverage product, currently has many branches in various cities. Having its head office in Dukuhwaluh, Milkmax Milkshake always innovates in product development, creates a market trend that must be ahead of its competitors, currently has 16 counter outlets spread across Banyumas, Purwokerto, Tegal, Pemalang, Slawi, Purbalingga, Cilacap, Brebes and Yogyakarta. Information technology, especially websites that are used as media publications used by public and private agencies. Not many people know about Milkmax, for example information about its establishment, a list of flavors on the drink menu and locations of outlets. This study aims to create a company profile website on Milkmax Milkshake which contains information about the company and can become a company portfolio, the method in this study uses Rapid Application Development. In testing the functionality on this website using the Black Box as a test, based on the tests that have been carried out, the results can be concluded that the Milkmax Milkshake website can run 100% well.*

***Keyword : Milkmax Milkshake, Company Profile, Website, Rapid Application Development, Black Box***