ABSTRACT

DESIGN A WEB-BASED COMPANY PROFILE ON HAX BARBERSHOP USING LARAVEL FRAMEWORK WITH AGILE DSDM

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The business world in the industrial era 4.0 in a positive way helps business people to promote the business being run or introduce products or forms of marketing from the business occupied. The existence of labels or introductions that exist in the business world is known as a company profile. Company profile is a written product that contains a general description of the company where the company can choose the points that want to be conveyed openly to the public. Hax Barbershop is an example of a company that is in the era of industry 4.0. This company is engaged in the service business, namely salons specifically for men. The problem that occurs with Hax Barbershop is that it does not have a website that contains information about Hax Barbershop. Based on the above problems in this research I will design a company profile website. In this study, the author chooses the Agile method and to support the agile method that has been made, the DYNAMIC SYSTEM DEVELOPMENT METHOD (DSDM) method will be used as a framework. After going through the development and release of the website tested using the Black-Box method that focuses on functionality and gets results in accordance with the expectations of researchers. This shows that the design of a website-based company profile using the DYNAMIC SYSTEM DEVELOPMENT METHOD method runs well.

Kata Kunci: *Agile, DSDM, Company Profile, Laravel, Barbershop*