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DESIGN AND BUILD COMPANY PROFILE WEBSITE BAGASKARA ART STORE WONOSOBO

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Abstract

Bagaskara Art Studio is a studio that provides training in acting, mime, painting and dance classes. It is located in Tanjunganom Village, Kaliwiro District, Wonosobo Regency, Central Java. Bagaskara Art Studio currently does not have a company profile website. Company profile is a product written by public relations (PR) practitioners that contains an overview of the company so that the company can choose the points that it wants to convey openly to the public. The company profile provides an overview of the company profile, vision and mission, as well as the products or services offered. The problem with Bagaskara Art Studio is that the client does not know in detail what services are offered because the client knows Bagaskara Art Studio only through social media. Information about the studio that is published on social media is only Whatsapp contact for ordering and only mentions the services offered without being explained in detail. so this research has designed a company profile website for Bagaskara Wonosobo Art Studio by applying a PHP framework that focuses on Laravel and Boostrap and MySQL database. The method chosen in this research is Extreme Programming which consists of 5 stages. The first stage is planning, which is to determine the needs of the system by collecting and analyzing existing data at Bagaskara Wonosobo Art Studio through interviews and literature studies. The second stage is design, which is the creation of a system model based on the results of the needs analysis that has been obtained. The third stage is coding, namely the application of the system model design into program code. The fourth stage is testing using the blackbox testing method. The fifth stage is software increment. The results of the research are in the form of the Wonosobo Bagaskara Art Studio website which was built by implementing Backend Hypertext Preprocessor (PHP) with the Laravel framework, Frontend CSS with the Bootstrap framework and MySQL database. The website features of Bagaskara Wonosobo Art Studio are displaying the home page, services, news, portfolio, and my account which displays information so that it can advance Bagaskara Art Studio. All features made on the website can run well and in accordance with the expected functions.

Keywords: Company Profile, Laravel, MySQL, PHP, CSS

Abstrak (12 pt, bold)

Sanggar Seni Bagaskara merupakan sebuah sanggar yang menyediakan pelatihan kelas akting, pantomim, lukis dan tari. Terletak di Desa Tanjunganom, Kecamatan Kaliwiro, Kabupaten Wonosobo, Jawa Tengah. Sanggar Seni Bagaskara untuk saat ini belum memiliki website company

profile. Company profile adalah suatu produk tulisan praktisi public relations (PR) yang berisi gambaran umum perusahaan sehingga perusahaan dapat memilih poin-poin yang ingin disampaikan secara terbuka pada publik. Company profile memberikan gambaran tentang profil perusahaan, visi dan misi, juga produk atau jasa yang ditawarkan. Permasalahan pada Sanggar Seni Bagaskara, client tidak mengetahui secara detil jasa apa saja yang ditawarkan karena client mengetahui Sanggar Seni Bagaskara hanya melalui media sosial. Informasi mengenai sanggar yang dimuat di media sosial hanya kontak Whatsapp untuk pemesanan dan hanya penyebutan jasa yang ditawarkan tanpa dijelaskan dengan detil. maka pada penelitian ini telah melakukan rancang bangun website company profile untuk Sanggar Seni Bagaskara Wonosobo dengan menerapkan framework dari PHP yang fokus pada Laravel dan Boostrap serta basis data MySQL. Metode yang dipilih pada penelitian ini ialah Extreme Programming yang terdiri dari 5 tahap. Tahap pertama adalah planning yaitu menentukan kebutuhan sistem dengan mengumpulkan dan menganalisis data yang ada di Sanggar Seni Bagaskara Wonosobo melalui wawancara dan studi pustaka. Tahap kedua adalah design yaitu pembuatan model sistem berdasarkan hasil analisis kebutuhan yang telah didapat. Tahap ketiga adalah coding yaitu penerapan rancangan model sistem ke dalam kode program. Tahap keempat yaitu testing menggunakan metode blackbox testing. Tahap kelima adalah software increment. Hasil penelitian berupa website Sanggar Seni Bagaskara Wonosobo yang dibangun dengan menerapkan Backend Hypertext Preprocessor (PHP) dengan framework Laravel, Frontend CSS dengan framework Bootstrap dan basis data MySQL. Fitur website Sanggar Seni Bagaskara Wonosobo yaitu menampilkan halaman beranda, layanan, berita, portfolio, serta akun saya yang menampilkan informasi sehingga dapat memajukan Sanggar Seni Bagaskara. Semua fitur yang dibuat pada website dapat berjalan dengan baik dan sesuai dengan fungsi yang diharapkan.

Kata Kunci: *Company Profile*, *Laravel*, *MySQL*, *PHP*, *CSS*

1. PENDAHULUAN

The development and advancement of technology that is increasingly rapid makes it easier for someone to find and disseminate information quickly[1]. Information is a collection of data that has been processed so that it can be used for decision making[2]. One of the media for disseminating this information is the internet[1]. With the internet, someone can get information anywhere and anytime[3].

Technology has extended to various fields, one of which is in companies[4]. Technology also makes it easier to introduce company information to the public[5]. In this case, technology can be utilized to inform company profiles, products or services offered by the company, ordering company products or services, and many more[6].

In a company, the company profile is an important part that will build the company's image in public[5]. Therefore, every company is advised to have a company profile. Company profile is a product written by public relations (PR) practitioners that contains an overview of the company so that the company can choose the points it wants to convey openly to the public[7]. It presents an overview of the company profile, vision and mission, as well as the products or services offered[8].

There are many various forms of company profile, such as print media, audio-visual and website. However, in the digital era like now the company profile in the form of a website is more easily accessible to everyone without being limited by distance, time and space[1]. Websites are also more suitable for introducing the advantages of a product or service offered by a company because websites can be designed to be more attractive and interactive[5][9]. In addition, the website can be designed in such a way that it not only contains a company profile but also has a feature to place an order through the website. This will make it easier for people to place orders and for companies to facilitate data processing to be more effective and efficient[4].

Bagaskara Art Studio is a studio that provides training classes in acting, mime, painting and dance. Located in Tanjunganom Village, Kaliwiro District, Wonosobo Regency, Central Java. Bagaskara Art Studio has been covered several times by several national TV stations so that it is widely known by many people[7]. The problem that occurs in the studio is that it does not have a website that contains information about the

studio. The client does not know in detail what services are offered because the client knows Bagaskara Art Studio only through social media. The information about the studio that is published on social media is only the Whatsapp contact for reservations and only the mention of the services offered without being explained in detail.

Based on the information and problems described above, this research will design a company profile website for Bagaskara Art Studio. In this research, the researcher chose the Extreme Programming method, which is a software development model with an object-oriented approach starting from Planning, Design, Coding, Testing, Software Inclusion[8]. This website was built using Backend Hypertext Preprocessor (PHP) with Laravel framework, Frontend CSS with Bootstrap framework and MySQL database. In this study, the authors chose a website testing technique using Black Box Testing to detect several problems after the development stage.

The implementation of this research is expected that the company profile website created can help Bagaskara Art Studio in providing information about the studio to the wider community so that it can increase public confidence to use the services offered by Bagaskara Art Studio.

2. METODE PENELITIAN

2.1 Identification Of Problems

This step will identify the problems that are happening in a community, especially the artists at Bagaskara Wonosobo Art Studio by looking at the company profile as a promotional need for the service products offered.

2.2 Study of Literature

Literature study is the theoretical basis used in solving problems scientifically. The process of finding a theoretical basis is carried out to find references to research that has been done before as a reference in conducting new research, so that it can support the quality of the research conducted. In this stage, books relevant to the research topic and journals and theses from previous research are used as sources of information.

2.3 Aplication Of The Agile Extreme Programming Method

2.1.1 Planning

The planning step the researcher determines the needs of the system by collecting and analyzing existing data at Bagaskara Wonosobo Art Studio. The data to be obtained focuses on data regarding features and business flow to be applied to the company profile website of Bagaskara Wonosobo Art Studio. The methods used for data collection are literature studies and interview. The list of interview questions follows:

a. What do you think about the initiative to design a company profile website for Bagaskara Wonosobo Art Studio?
b. What is expected from the creation of the company profile website of Bagaskara Art Studio Wonosobo?
c. What information should be included in the company profile website of Bagaskara Art Studio Wonosobo?
d. How to collect accurate and most updated information and data to be included in the company profile website of Bagaskara Art Studio Wonosobo?
e. Are there any additional suggestions or inputs related to the creation of the company profile website of Bagaskara Art Studio Wonosobo?

2.1.2 Design

The design step is making a system model based on the results of the needs analysis that has been obtained[8]. Applying the Unified Modeling Language (UML) as a system modeling method, which consists of various diagrams, such as Use-Case Diagram, Activity Diagram, and Logical Record Structure. Use case diagram is a diagram that describes the interaction between users of a system and the system itself through stories about how the system is used. This diagram consists of actors and actions performed by these actors, which can be humans, hardware, other systems or other entities that interact with the system[13]. Activity diagram is a diagram used to describe the various activity streams in the system being developed. This diagram provides an overview of how each activity flow starts, decisions that may occur during the process, and how the activity ends. In addition, activity diagrams can also be used to describe parallel processes that may occur in multiple system executions. Logical Record Structure is the definition of the representation of the record structure in the table created from the results between sets of entities[14].

2.1.3 Coding

This step is the application of the system model design into the program code that produces the software prototype [11]. The development of the Bagaskara Art Studio website uses the PHP programming language with the

Laravel framework combined with HTML, CSS, and Javascript. The Database Management System used is MySQL.

2.1.4 Testing

This step is the testing step to detect errors that occur on the website, testing on the Bagaskara Art Studio website using Black Box Testing. Black Box testing is carried out to find errors and deficiencies in the system that is currently operating. The test results can then be used to improve the system[15]. The Black Box test evaluates whether the functions that have been designed work or not work. Testing will be carried out directly by Bagaskara Art Studio staff. The testing process is divided into two systems, which are tests with the role of a customer and tests with the role of an admin.

2.1.5 Software Increment

After the implementation of the company profile website system of Bagaskara Art Studio, a software increment is carried out so that no bugs or errors appear while the web is running continuously. At this step, the website has begun to be run and used by the Bagaskara Wonosobo Art Studio.

2.5 Writing Report

The final step is the documentation and writing of the entire research process and then publishing it through scientific journals by following the writing and language guidelines in accordance with applicable rules.

3. HASIL DAN PEMBAHASAN

The design of Bagaskara Art Studio's company profile website is implemented using the Extreme Programming method.

3.1 Planning

The planning stage is carried out by making a model based on the results of interviews that have been conducted, the system modeling method consists of Use Case Diagrams, Activity Diagrams, and Logical Record Structure.

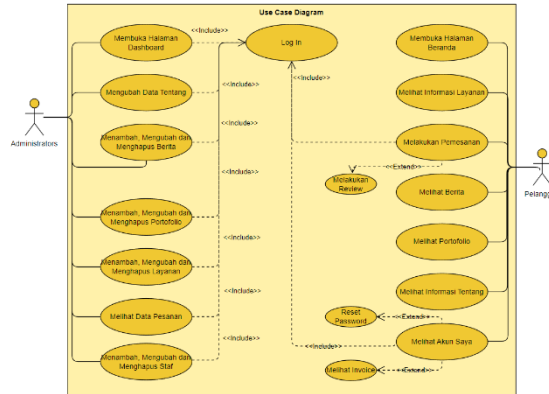**3.1.1 Use Case Diagrams**

Figure 3. Use Case Diagrams

The admin role can access the dashboard page. Then, the admin can also add, change, and delete news, portfolio, service, and staff data. Admins can also view incoming transaction data on the order page and change data on the about page. Meanwhile, the customer role can open the home page, news, portfolio, services without having to login first. However, to place an order and view the order history, customers are required to login first.
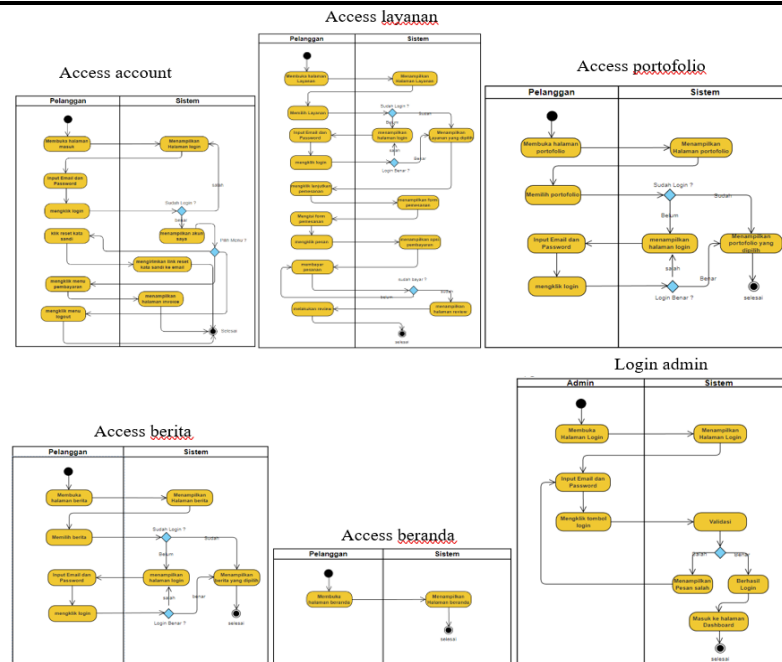
3.1.2 Activity Diagrams

Figure 4. Activity Diagrams Access Data

Activity diagram of login admin is presents an illustration of the process carried out by the system when the admin logs in by applying the previously registered email and password. Activity diagram of access news (berita) is the process that the system goes through when a customer accesses the news. Activity diagram of access portfolio (portofolio) is the process that the system goes through when a customer accesses its portfolio. Activity diagram of services (layanan) is presents an illustration of the process that goes through when a customer wants to place an order, where the customer is required to login to the account first before being able to proceed with the order. Activity diagram of access my account (akun saya) is the process followed by the system when customers access their account page, where they can reset their password, view invoices and logout.
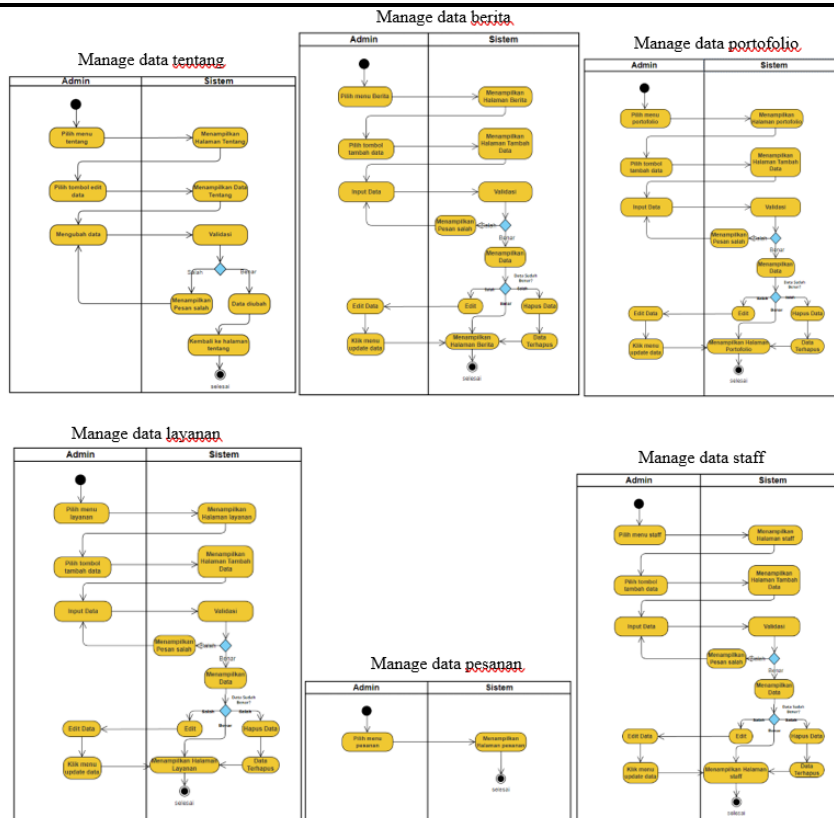
Figure 5. Activity Diagrams Manage Data

Activity diagram of managing data news (berita) is he process that the system goes through when the admin manages the news data, including the process of inputting new data. Activity diagram of managing data portfolio (portofolio) is the process that the system goes through when the admin manages the portfolio data, which includes the input stage of new data. Activity diagram of managing data services (layanan) is the process that the system goes through when the admin manages service data. The action taken by the admin is to add new data to the system. Activity diagram of managing data order (pesanan) is the process that the system goes through when the admin manages order data. Activity diagram of managing data staff is the process that the system goes through when the admin manages staff data. The action taken is to add new data. Activity diagram of managing data about (tentang) is the process that the system goes through when a customer accesses the home page.

3.1.3 Logical Record Structure

There are 6 entities, namely the portpolio entity, news entity, users entity, reviews entity, transaction_details entity, services entity, abouts entity and staff entity. users entity is connected to the review entity and connected to the transaction_detail entity. reviews entity is connected to the transaction_detail entity and services entity. services entity is connected to the transaction_detail entity. the four entities are connected to each other.
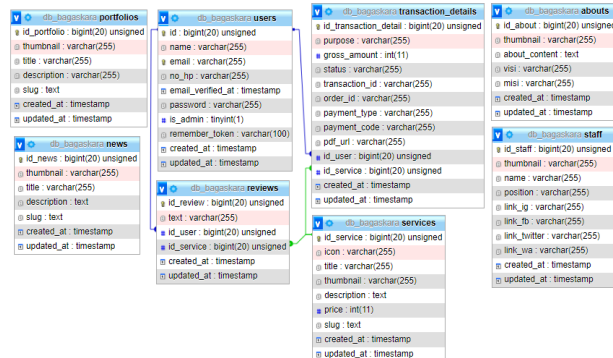

Figure 6. Logical Record Structure

3.2 Design

Figure 7. Low Fidelity Design

The next step is to create an initial interface with wireframes to facilitate the creation of the frontend design. Figure 7. Low Fidelity Design is a wireframe display that has been designed.

3.3 Coding

The process of designing the Bagaskara Wonosobo Art Studio company profile website using the Laravel framework has been completed. The final result of coding is the creation of a web page for admin and a web page for customers.

3.3.1. Webpage For Admin

The website for admin contains an Admin page feature that is intended for bagaskara art studio admin to manage data on the customer page. This page contains features that are intended to make it easier for admins to manage data about, news, portfolio, order services and staff.
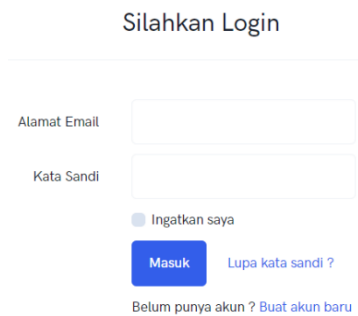

Figure 8. Login Page

The first interface of the admin page is Login, as shown in Figure 8, Login on the admin page applies email and password. If the admin forgets his account, he can look it up in "Lupa kata sandinya?". After the admin login, the admin can see the home page of the website.
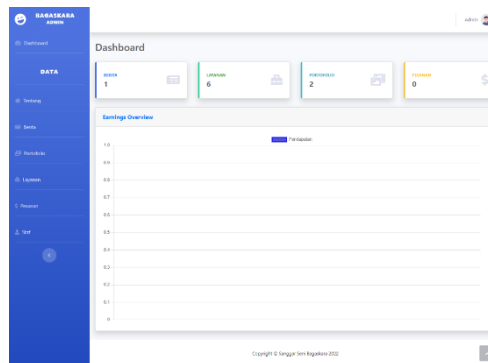

Figure 5. Dashboard Page

The homepage of the admin website has the purpose of providing information generated from the available data. The admin can perform data about the management. Furthermore, the admin can manage news data that has been used to inform users about the latest news from Bagaskara Art Studio. News data management includes adding news data, editing news data, deleting news data.
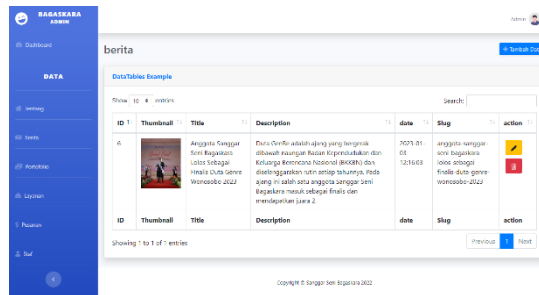

Figure 5. News Page

Admins can also manage portfolio data that has been used to inform users about the latest achievements of Bagaskara Art Studio. The management of news data includes adding portfolio data, editing portfolio data, deleting portfolio data.
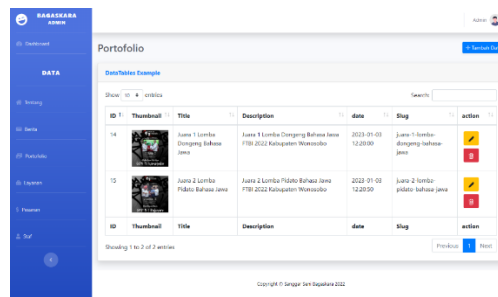

Figure 5. Portfolio Page

Admin can manage service data that has been used to inform users about the services of Bagaskara Art Studio. Service data management includes adding service data, editing service data, deleting service data.
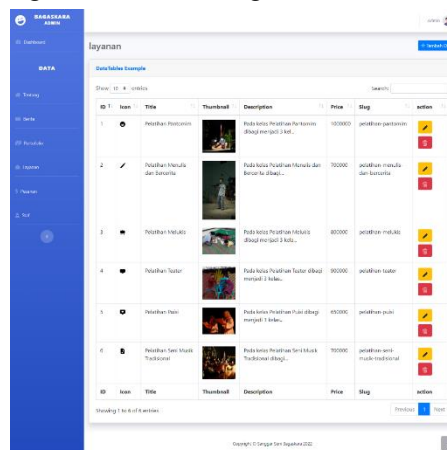

Figure 6. Service Page

Admin can view order data from customers who order services from Bagaskara Art Studio. Order data visible to the admin is invoice data consisting of order id, type of service selected by the customer, service package selected by the customer, total price, customer name, customer contact in the form of email and telephone number that can be contacted and the status of payments made.
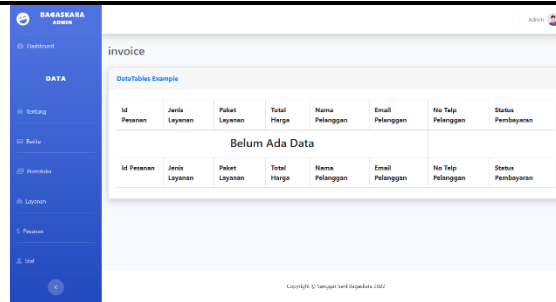
Figure 6. Order Page

Admin can manage staff data that has been used to inform users about staff working at Bagaskara Art Studio. News data management includes adding staff data, editing staff data, deleting staff data.
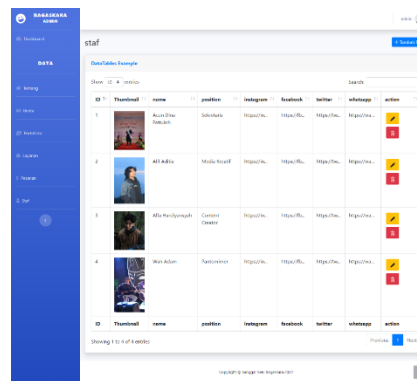

Figure 6. Staff Page

3.3.2. Webpage For customer

The customer website is intended for the customers of Bagaskara Art Studio. There are several pages on the website. The home page is the initial page that contains a brief description of Bagaskara Art Studio. It consists of a welcome greeting, vision and mission and services provided. The about and staff page provides information about the vision and mission and staff of Bagaskara Art Studio. The news page provides the latest information about Sanggar Seni Bagaskara. The portfolio page provides information in the form of achievements or accomplishments that have been obtained by Bagaskara Art Studio.
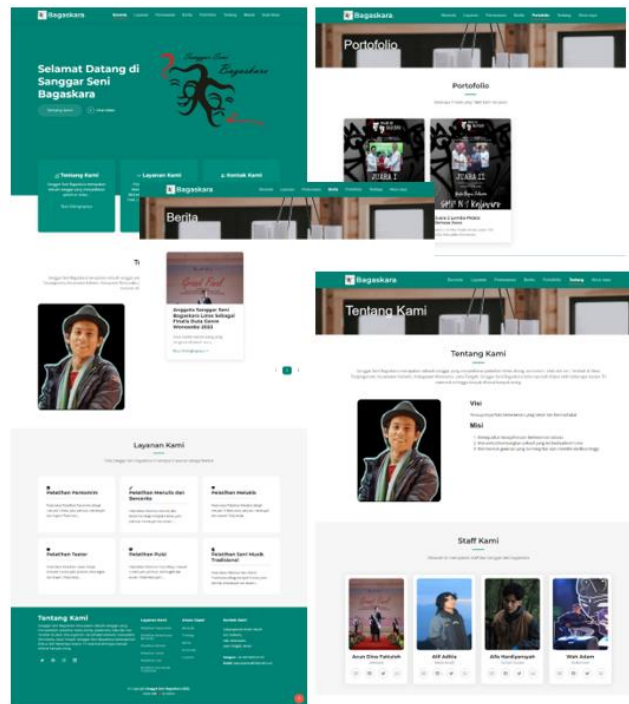
Figure 6. Home page, About and Staff Page, Portpolio Page, News Page

The next page is the service page. this page gives a brief description of the training available at Bagaskara Art Studio. this page can be accessed more deeply by viewing the service details page. this page explains in full the available training as well as reviews from customers who have ordered the service. this page can also directly order training online. after ordering the selected service, it will be directed to the service booking payment notification page. service booking payments apply midtrans. Midtrans is a complete payment gateway solution designed for businesses. payments can be easily made due to the complete payment methods. payments can be made using debit cards, credit cards, various bank transfers, various e-wallets and can even be made through certain outlets. after making a payment, information related to the invoice history of orders that have been made can be seen on the payment page.
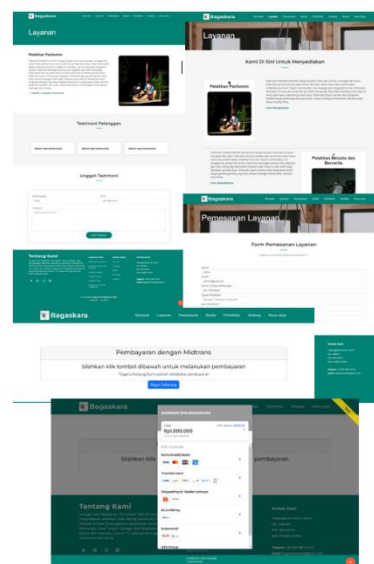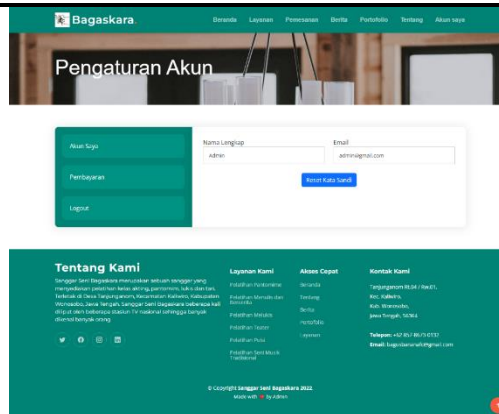

Figure 6. Service Page, Detail Service Page, Booking Payment Notification Page

The last page is my account page which informs about the login customer's personal data and there is a password reset button if the customer forgets the password. on this page too, if the customer wants to leave the website, the customer can do logout for the user account.

3.4 Testing

Website testing is carried out using the black box testing method which is carried out directly by Bagaskara Art Studio staff. The testing process is divided into two systems, namely testing with the role of a customer and testing with the role of an admin listed in the following table.

Tabel 1. Testing of A Customer Role

Page	Result	Information
Home	✓	Can access
About	✓	Can access
News	✓	Can access
Portfolio	✓	Can access
Service	✓	Can access
Order	✓	Can booking and make an order
My Account	✓	Can access

Tabel 1. Testing of An Admin Role

Page	Result	Information
Dashboard	✓	Can access
About data	✓	Can edit
News data	✓	Can make crud
Portfolio data	✓	Can make crud
Service data	✓	Can make crud
Order data	✓	Can read
Staff admin	✓	Can make crud

From all the tests that have been carried out, both based on tests with the role of customer and role admin, everything can run as expected. this shows that the application can run properly and can be used.

3.5 Software Increment

In designing the Bagaskara art studio company profile website, the Extreme Programming (XP) development method was used. However, during the development process, there are some advantages and disadvantages that must be considered. The advantages or advantages obtained during the design and construction of the company profile website for the Bagaskara Wonosobo art studio are as follows:

a. The development process is fast and efficient, because of the Extreme Programming (XP) method used
b. The resulting website has a modern and user-friendly design, making it easy for visitors to use.
c. Support from a solid and integrated team, which ensures that the website can be completed on time and as expected.
d. Good compatibility with various devices and operating systems, so that the website can be accessed smoothly from various platforms.
e. Ease of maintenance and website development in the future, because the XP method used simplifies the process of changing and upgrading.

f. Payment using the midtrans payment gateway makes it easier to design a website because payment confirmation can be done automatically.

Some of the deficiencies and obstacles that arose in the process of designing the website for the Bagaskara Wonosobo art studio company profile include the following:

a. Limitations on the number of development teams using the Extreme Programming method can make it difficult to handle large-scale changes. This is because currently the team only has one programmer.

4. Some experts claim that Extreme Programming is more focused on code than design. This can be a problem because good design is very important for software applications and can affect market value in the software

KESIMPULAN

Based on the results of the discussion The method in this research is Extreme Programming which consists of 5 stages. The first stage is planning, which is to determine the needs of the system by collecting and analyzing existing data at Bagaskara Wonosobo Art Studio through interviews and literature studies that have been conducted. The second stage is design which results in the creation of a system model based on the results of the needs analysis that has been obtained. The third stage is coding, which is the application of the system model design into program code. the result obtained is the website of Bagaskara Wonosobo Art Studio. The fourth stage is testing the website of Bagaskara Wonosobo Art Studio using the blackbox testing method. The fifth stage is software increment.

The website has two views, namely the view for the admin and the view for the customer. the view for the admin has data management features on the aabout page, news page, portfolio page, service page and admin staff. the admin can also view orders from all customers. the view for customers includes access to the home page, abiut page, news page, portfolio page, can book and order available training and edit customer accounts.

Extreme Programming (XP) method has the advantage that application development can be done quickly and efficiently. In the future, website maintenance and development can be done easily because the XP method used simplifies the process of change and upgrade. The deficiencies of the extreme programming (XP) method are that it is less suitable for large-scale projects that have many changes and Extreme Programming focuses more on code than design. This can be a problem because good design is very important for software applications and can affect the market value of the software.

UCAPAN TERIMAKASIH

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DESIGN AND BUILD COMPANY PROFILE WEBSITE BAGASKARA ART STORE WONOSOBO

By Bita Parga Zen

DESIGN AND BUILD COMPANY PROFILE WEBSITE BAGASKARA ART STORE WONOSOBO

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Abstract

Bagaskara Art Studio is a studio that provides training in acting, mime, painting and dance classes. It is located in Tanjunganom Village, Kaliwiro District, Wonosobo Regency, Central Java. Bagaskara Art Studio currently does not have a company profile website. Company profile is a product written by public relations (PR) practitioners that contains an overview of the company so that the company can choose the points that it wants to convey openly to the public. The company profile provides an overview of the company profile, vision and mission, as well as the products or services offered. The problem with Bagaskara Art Studio is that the client does not know in detail what services are offered because the client knows Bagaskara Art Studio only through social media. Information about the studio that is published on social media is only Whatsapp contact for ordering and only mentions the services offered without being explained in detail. so this research has designed a company profile website for Bagaskara Wonosobo Art Studio by applying a PHP framework that focuses on Laravel and Boostrap and MySQL database. The method chosen in this research is Extreme Programming which consists of 5 stages. The first stage is planning, which is to determine the needs of the system by collecting and analyzing existing data at Bagaskara Wonosobo Art Studio through interviews and literature studies. The second stage is design, which is the creation of a system model based on the results of the needs analysis that has been obtained. The third stage is coding, namely the application of the system model design into program code. The fourth stage is testing using the blackbox testing method. The fifth stage is software increment. The results of the research are in the form of the Wonosobo Bagaskara Art Studio website which was built by implementing Backend Hypertext Preprocessor (PHP) with the Laravel framework, Frontend CSS with the Bootstrap framework and MySQL database. The website features of Bagaskara Wonosobo Art Studio are displaying the home page, services, news, portfolio, and my account which displays information so that it can advance Bagaskara Art Studio. All features made on the website can run well and in accordance with the expected functions.

Keywords: Company Profile, Laravel, MySQL, PHP, CSS

Abstrak (12 pt, bold)

Sanggar Seni Bagaskara merupakan sebuah sanggar yang menyediakan pelatihan kelas akting, pantomim, lukis dan tari. Terletak di Desa Tanjunganom, Kecamatan Kaliwiro, Kabupaten Wonosobo, Jawa Tengah. Sanggar Seni Bagaskara untuk saat ini belum memiliki website company

profile. Company profile adalah suatu produk tulisan praktisi public relations (PR) yang berisi gambaran umum perusahaan sehingga perusahaan dapat memilih poin-poin yang ingin disampaikan secara terbuka pada publik. Company profile memberikan gambaran tentang profil perusahaan, visi dan misi, juga produk atau jasa yang ditawarkan. Permasalahan pada Sanggar Seni Bagaskara, client tidak mengetahui secara detil jasa apa saja yang ditawarkan karena client mengetahui Sanggar Seni Bagaskara hanya melalui media sosial. Informasi mengenai sanggar yang dimuat di media sosial hanya kontak Whatsapp untuk pemesanan dan hanya penyebutan jasa yang ditawarkan tanpa dijelaskan dengan detil. maka pada penelitian ini telah melakukan rancang bangun website company profile untuk Sanggar Seni Bagaskara Wonosobo dengan menerapkan framework dari PHP yang fokus pada Laravel dan Boostrap serta basis data MySQL. Metode yang dipilih pada penelitian ini ialah Extreme Programming yang terdiri dari 5 tahap. Tahap pertama adalah planning yaitu menentukan kebutuhan sistem dengan mengumpulkan dan menganalisis data yang ada di Sanggar Seni Bagaskara Wonosobo melalui wawancara dan studi pustaka. Tahap kedua adalah design yaitu pembuatan model sistem berdasarkan hasil analisis kebutuhan yang telah didapat. Tahap ketiga adalah coding yaitu penerapan rancangan model sistem ke dalam kode program. Tahap keempat yaitu testing menggunakan metode blackbox testing. Tahap kelima adalah software increment. Hasil penelitian berupa website Sanggar Seni Bagaskara Wonosobo yang dibangun dengan menerapkan Backend Hypertext Preprocessor (PHP) dengan framework Laravel, Frontend CSS dengan framework Bootstrap dan basis data MySQL. Fitur website Sanggar Seni Bagaskara Wonosobo yaitu menampilkan halaman beranda, layanan, berita, portfolio, serta akun saya yang menampilkan informasi sehingga dapat memajukan Sanggar Seni Bagaskara. Semua fitur yang dibuat pada website dapat berjalan dengan baik dan sesuai dengan fungsi yang diharapkan.

Kata Kunci: *Company Profile, Laravel, MySQL, PHP, CSS*

1. PENDAHULUAN

The development and advancement of technology that is increasingly rapid makes it easier for someone to find and disseminate information quickly[1]. Information is a collection of data that has been processed so that it can be used for decision making[2]. One of the media for disseminating this information is the internet[1]. With the internet, someone can get information anywhere and anytime[3].

Technology has extended to various fields, one of which is in companies[4]. Technology also makes it easier to introduce company information to the public[5]. In this case, technology can be utilized to inform company profiles, products or services offered by the company, ordering company products or services, and many more[6].

In a company, the company profile is an important part that will build the company's image in public[5]. Therefore, every company is advised to have a company profile. Company profile is a product written by public relations (PR) practitioners that contains an overview of the company so that the company can choose the points it wants to convey openly to the public[7]. It presents an overview of the company profile, vision and mission, as well as the products or services offered[8].

There are many various forms of company profile, such as print media, audio-visual and website. However, in the digital era like now the company profile in the form of a website is more easily accessible to everyone without being limited by distance, time and space[1]. Websites are also more suitable for introducing the advantages of a product or service offered by a company because websites can be designed to be more attractive and interactive[5][9]. In addition, the website can be designed in such a way that it not only contains a company profile but also has a feature to place an order through the website. This will make it easier for people to place orders and for companies to facilitate data processing to be more effective and efficient[4].

Bagaskara Art Studio is a studio that provides training classes in acting, mime, painting and dance. Located in Tanjunganom Village, Kaliwiro District, Wonosobo Regency, Central Java. Bagaskara Art Studio has been covered several times by several national TV stations so that it is widely known by many people[7]. The problem that occurs in the studio is that it does not have a website that contains information about the

studio. The client does not know in detail what services are offered because the client knows Bagaskara Art Studio only through social media. The information about the studio that is published on social media is only the Whatsapp contact for reservations and only the mention of the services offered without being explained in detail.

Based on the information and problems described above, this research will design a company profile website for Bagaskara Art Studio. In this research, the researcher chose the Extreme Programming method, which is a software development model with an object-oriented approach starting from Planning, Design, Coding, Testing, Software Inclusion[8]. This website was built using Backend Hypertext Preprocessor (PHP) with Laravel framework, Frontend CSS with Bootstrap framework and MySQL database. In this study, the authors chose a website testing technique using Black Box Testing to detect several problems after the development stage.

The implementation of this research is expected that the company profile website created can help Bagaskara Art Studio in providing information about the studio to the wider community so that it can increase public confidence to use the services offered by Bagaskara Art Studio.

2. METODE PENELITIAN

2.1 Identification Of Problems

This step will identify the problems that are happening in a community, especially the artists at Bagaskara Wonosobo Art Studio by looking at the company profile as a promotional need for the service products offered.

2.2 Study of Literature

Literature study is the theoretical basis used in solving problems scientifically. The process of finding a theoretical basis is carried out to find references to research that has been done before as a reference in conducting new research, so that it can support the quality of the research conducted. In this stage, books relevant to the research topic and journals and theses from previous research are used as sources of information.

2.3 Aplication Of The Agile Extreme Programming Method

2.1.1 Planning

The planning step the researcher determines the needs of the system by collecting and analyzing existing data at Bagaskara Wonosobo Art Studio. The data to be obtained focuses on data regarding features and business flow to be applied to the company profile website of Bagaskara Wonosobo Art Studio. The methods used for data collection are literature studies and interview. The list of interview questions follows:
  a. What do you think about the initiative to design a company profile website for Bagaskara Wonosobo Art Studio?
  b. What is expected from the creation of the company profile website of Bagaskara Art Studio Wonosobo?
  c. What information should be included in the company profile website of Bagaskara Art Studio Wonosobo?
  d. How to collect accurate and most updated information and data to be included in the company profile website of Bagaskara Art Studio Wonosobo?
  e. Are there any additional suggestions or inputs related to the creation of the company profile website of Bagaskara Art Studio Wonosobo?

2.1.2 Design

The design step is making a system model based on the results of the needs analysis that has been obtained[8]. Applying the Unified Modeling Language (UML) as a system modeling method, which consists of various diagrams, such as Use-Case Diagram, Activity Diagram, and Logical Record Structure. Use case diagram is a diagram that describes the interaction between users of a system and the system itself through stories about how the system is used. This diagram consists of actors and actions performed by these actors, which can be humans, hardware, other systems or other entities that interact with the system[13]. Activity diagram is a diagram used to describe the various activity streams in the system being developed. This diagram provides an overview of how each activity flow starts, decisions that may occur during the process, and how the activity ends. In addition, activity diagrams can also be used to describe parallel processes that may occur in multiple system executions. Logical Record Structure is the definition of the representation of the record structure in the table created from the results between sets of entities[14].

2.1.3 Coding

This step is the application of the system model design into the program code that produces the software prototype [11]. The development of the Bagaskara Art Studio website uses the PHP programming language with the

3

Laravel framework combined with HTML, CSS, and Javascript. The Database Management System used is MySQL.

2.1.4 Testing

This step the testing step to detect errors that occur on the website, testing on the Bagaskara Art Studio website using Black Box Testing. Black Box testing is carried out to find errors and deficiencies in the system that is currently operating. The test results can then be used to improve the system[15]. The Black Box test evaluates whether the functions that have been designed work or not work. Testing will be carried out directly by Bagaskara Art Studio staff. The testing process is divided into two systems, which are tests with the role of a customer and tests with the role of an admin.

2.1.5 Software Increment

After the implementation of the company profile website system of Bagaskara Art Studio, a software increment is carried out so that no bugs or errors appear while the web is running continuously. At this step, the website has begun to be run and used by the Bagaskara Wonosobo Art Studio.

2.5 Writing Report

The final step is the documentation and writing of the entire research process and then publishing it through scientific journals by following the writing and language guidelines in accordance with applicable rules.

3. HASIL DAN PEMBAHASAN

The design of Bagaskara Art Studio's company profile website is implemented using the Extreme Programming method.

3.1 Planning

The planning stage is carried out by making a model based on the results of interviews that have been conducted, the system modeling method consists of Use Case Diagrams, Activity Diagrams, and Logical Record Structure.

3.1.1 Use Case Diagrams

Figure 3. Use Case Diagrams

The admin role can access the dashboard page. Then, the admin can also add, change, and delete news, portfolio, service, and staff data. Admins can also view incoming transaction data on the order page and change data on the about page. Meanwhile, the customer role can open the home page, news, portfolio, services without having to login first. However, to place an order and view the order history, customers are required to login first.
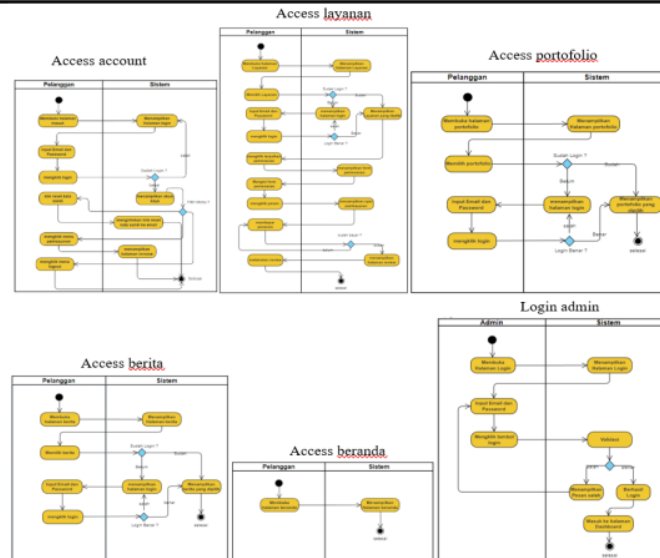
3.1.2 Activity Diagrams

Figure 4. Activity Diagrams Access Data

Activity diagram of login admin is presents an illustration of the process carried out by the system when the admin logs in by applying the previously registered email and password. Activity diagram of access news (berita) is the process that the system goes through when a customer accesses the news. Activity diagram of access portfolio (portofolio) is the process that the system goes through when a customer accesses its portfolio. Activity diagram of services (layanan) is presents an illustration of the process that goes through when a customer wants to place an order, where the customer is required to login to the account first before being able to proceed with the order. Activity diagram of access my account (akun saya) is the process followed by the system when customers access their account page, where they can reset their password, view invoices and logout.

Figure 5. Activity Diagrams Manage Data

Activity diagram of managing data news (berita) is he process that the system goes through when the admin manages the news data, including the process of inputting new data. Activity diagram of managing data portfolio (portofolio) is the process that the system goes through when the admin manages the portfolio data, which includes the input stage of new data. Activity diagram of managing data services (layanan) is the process that the system goes through when the admin manages service data. The action taken by the admin is to add new data to the system. Activity diagram of managing data order (pesanan) is the process that the system goes through when the admin manages order data. Activity diagram of managing data staff is the process that the system goes through when the admin manages staff data. The action taken is to add new data. Activity diagram of managing data about (tentang) is the process that the system goes through when a customer accesses the home page.

3.1.3 Logical Record Structure

There are 6 entities, namely the portpolio entity, news entity, users entity, reviews entity, transaction_details entity, services entity, abouts entity and staff entity. users entity is connected to the review entity and connected to the transaction_detail entity. reviews entity is connected to the transaction_detail entity and services entity. services entity is connected to the transaction_detail entity. the four entities are connected to each other.

Figure 6. Logical Record Structure

3.2 Design

Figure 7. Low Fidelity Design

The next step is to create an initial interface with wireframes to facilitate the creation of the frontend design. Figure 7. Low Fidelity Design is a wireframe display that has been designed.

3.3 Coding

The process of designing the Bagaskara Wonosobo Art Studio company profile website using the Laravel framework has been completed. The final result of coding is the creation of a web page for admin and a web page for customers.

3.3.1. Webpage For Admin

The website for admin contains an Admin page feature that is intended for bagaskara art studio admin to manage data on the customer page. This page contains features that are intended to make it easier for admins to manage data about, news, portfolio, order services and staff.

Figure 8. Login Page

The first interface of the admin page is Login, as shown in Figure 8, Login on the admin page applies email and password. If the admin forgets his account, he can look it up in "Lupa kata sandinya?". After the admin login, the admin can see the home page of the website.

Figure 5. Dashboard Page

The homepage of the admin website has the purpose of providing information generated from the available data. The admin can perform data about the management. Furthermore, the admin can manage news data that has been used to inform users about the latest news from Bagaskara Art Studio. News data management includes adding news data, editing news data, deleting news data.
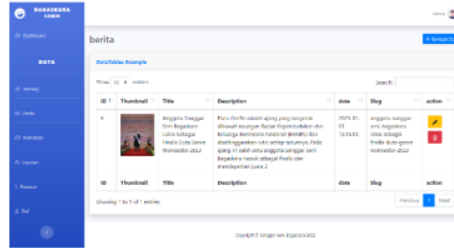

Figure 5. News Page

Admins can also manage portfolio data that has been used to inform users about the latest achievements of Bagaskara Art Studio. The management of news data includes adding portfolio data, editing portfolio data, deleting portfolio data.

Figure 5. Portfolio Page

Admin can manage service data that has been used to inform users about the services of Bagaskara Art Studio. Service data management includes adding service data, editing service data, deleting service data.

Figure 6. Service Page

Admin can view order data from customers who order services from Bagaskara Art Studio. Order data visible to the admin is invoice data consisting of order id, type of service selected by the customer, service package selected by the customer, total price, customer name, customer contact in the form of email and telephone number that can be contacted and the status of payments made.
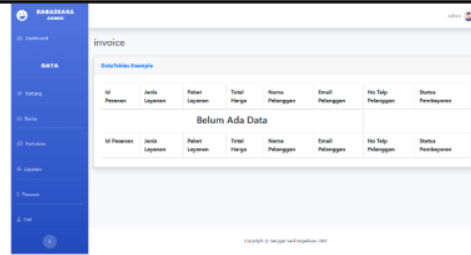
Figure 6. Order Page

Admin can manage staff data that has been used to inform users about staff working at Bagaskara Art Studio. News data management includes adding staff data, editing staff data, deleting staff data.
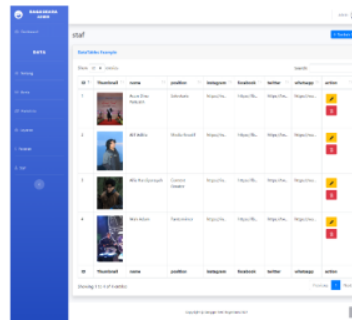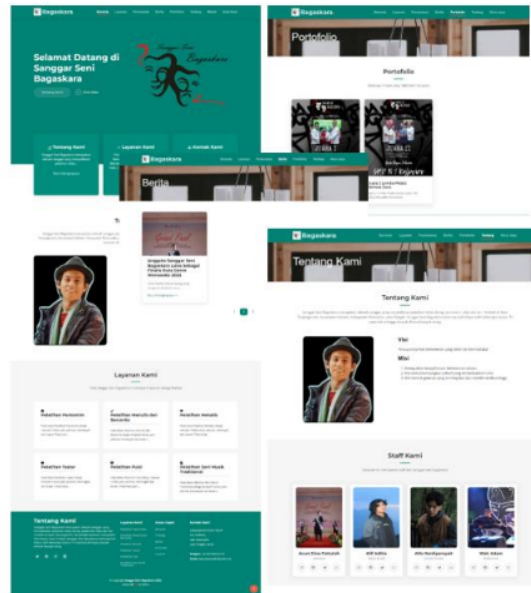

Figure 6. Staff Page

3.3.2. Webpage For customer

The customer website is intended for the customers of Bagaskara Art Studio. There are several pages on the website. The home page is the initial page that contains a brief description of Bagaskara Art Studio. It consists of a welcome greeting, vision and mission and services provided. The about and staff page provides information about the vision and mission and staff of Bagaskara Art Studio. The news page provides the latest information about Sanggar Seni Bagaskara. The portfolio page provides information in the form of achievements or accomplishments that have been obtained by Bagaskara Art Studio.

Figure 6. Home page, About and Staff Page, Portpolio Page, News Page

The next page is the service page. this page gives a brief description of the training available at Bagaskara Art Studio. this page can be accessed more deeply by viewing the service details page. this page explains in full the available training as well as reviews from customers who have ordered the service. this page can also directly order training online. after ordering the selected service, it will be directed to the service booking payment notification page. service booking payments apply midtrans. Midtrans is a complete payment gateway solution designed for businesses. payments can be easily made due to the complete payment methods. payments can be made using debit cards, credit cards, various bank transfers, various e-wallets and can even be made through certain outlets. after making a payment, information related to the invoice history of orders that have been made can be seen on the payment page.
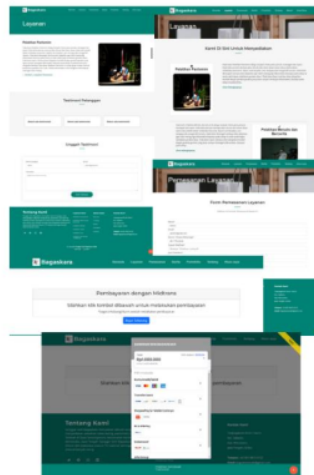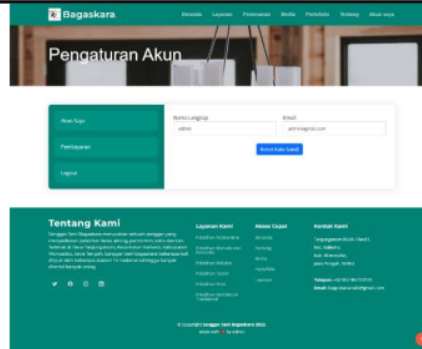

Figure 6. Service Page, Detail Service Page, Booking Payment Notification Page

The last page is my account page which informs about the login customer's personal data and there is a password reset button if the customer forgets the password. on this page too, if the customer wants to leave the website, the customer can do logout for the user account.

3.4 Testing

Website testing is carried out using the black box testing method which is carried out directly by Bagaskara Art Studio staff. The testing process is divided into two systems, namely testing with the role of a customer and testing with the role of an admin listed in the following table.

Tabel 1. Testing of A Customer Role

Page	Result	Information
Home	✓	Can access
About	✓	Can access
News	✓	Can access
Portfolio	✓	Can access
Service	✓	Can access
Order	✓	Can booking and make an order
My Account	✓	Can access

Tabel 1. Testing of An Admin Role

Page	Result	Information
Dashboard	✓	Can access
About data	✓	Can edit
News data	✓	Can make crud
Portfolio data	✓	Can make crud
Service data	✓	Can make crud
Order data	✓	Can read
Staff admin	✓	Can make crud

From all the tests that have been carried out, both based on tests with the role of customer and role admin, everything can run as expected. this shows that the application can run properly and can be used.

3.5 Software Increment

In designing the Bagaskara art studio company profile website, the Extreme Programming (XP) development method was used. However, during the development process there are some advantages and disadvantages that must be considered. The advantages or advantages obtained during the design and construction of the company profile website for the Bagaskara Wonosobo art studio are as follows:

a. The development process is fast and efficient, because of the Extreme Programming (XP) method used

b. The resulting website has a modern and user-friendly design, making it easy for visitors to use.

c. Support from a solid and integrated team, which ensures that the website can be completed on time and as expected.

d. Good compatibility with various devices and operating systems, so that the website can be accessed smoothly from various platforms.

e. Ease of maintenance and website development in the future, because the XP method used simplifies the process of changing and upgrading.

f. Payment using the midtrans payment gateway makes it easier to design a website because payment confirmation can be done automatically.

Some of the deficiencies and obstacles that arose in the process of designing the website for the Bagaskara Wonosobo art studio company profile include the following:

a. Limitations on the number of development teams using the Extreme Programming method can make it difficult to handle large-scale changes. This is because currently the team only has one programmer.

4. Some experts claim that Extreme Programming is more focused on code than design. This can be a problem because good design is very important for software applications and can affect market value in the software

KESIMPULAN

Based on the results of the discussion The method in this research is Extreme Programming which consists of 5 stages. The first stage is planning, which is to determine the needs of the system by collecting and analyzing existing data at Bagaskara Wonosobo Art Studio through interviews and literature studies that have been conducted. The second stage is design which results in the creation of a system model based on the results of the needs analysis that has been obtained. The third stage is coding, which is the application of the system model design into program code. the result obtained is the website of Bagaskara Wonosobo Art Studio. The fourth stage is testing the website of Bagaskara Wonosobo Art Studio using the blackbox testing method. The fifth stage is software increment.

The website has two views, namely the view for the admin and the view for the customer. the view for the admin has data management features on the aabout page, news page, portfolio page, service page and admin staff. the admin can also view orders from all customers. the view for customers includes access to the home page, abiut page, news page, portfolio page, can book and order available training and edit customer accounts.

Extreme Programming (XP) method has the advantage that application development can be done quickly and efficiently. In the future, website maintenance and development can be done easily because the XP method used simplifies the process of change and upgrade. The deficiencies of the extreme programming (XP) method are that it is less suitable for large-scale projects that have many changes and Extreme Programming focuses more on code than design. This can be a problem because good design is very important for software applications and can affect the market value of the software.

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DESIGN AND BUILD COMPANY PROFILE WEBSITE BAGASKARA ART STORE WONOSOBO

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Abstract

Bagaskara Art Studio is a studio that provides training in acting, mime, painting and dance classes. It is located in Tanjunganom Village, Kaliwiro District, Wonosobo Regency, Central Java. Bagaskara Art Studio currently does not have a company profile website. Company profile is a product written by public relations (PR) practitioners that contains an overview of the company so that the company can choose the points that it wants to convey openly to the public. The company profile provides an overview of the company profile, vision and mission, as well as the products or services offered. The problem with Bagaskara Art Studio is that the client does not know in detail what services are offered because the client knows Bagaskara Art Studio only through social media. Information about the studio that is published on social media is only Whatsapp contact for ordering and only mentions the services offered without being explained in detail. so this research has designed a company profile website for Bagaskara Wonosobo Art Studio by applying a PHP framework that focuses on Laravel and Boostrap and MySQL database. The method chosen in this research is Extreme Programming which consists of 5 stages. The first stage is planning, which is to determine the needs of the system by collecting and analyzing existing data at Bagaskara Wonosobo Art Studio through interviews and literature studies. The second stage is design, which is the creation of a system model based on the