

**PERANCANGAN SISTEM INFORMASI BISNIS V.DAILYBEADS
BERBASIS *WEBSITE* MENGGUNAKAN METODE *EXTREME
PROGRAMMING* DAN METODE *GOAL DIRECTED DESIGN***

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ABSTRAK

V.dailybeads merupakan usaha perorangan yang menjual produk aksesoris manik-manik serta mengadakan *Workshop* meronce. Selama menjalankan bisnisnya, V.dailybeads menggunakan banyak *platform* berbeda dalam operasionalnya. Hal ini memengaruhi proses bisnis berjalan kurang efisien dan penyampaian informasi kepada pelanggan menjadi kurang maksimal. Berdasarkan permasalahan tersebut, dirancang sebuah sistem informasi bisnis berbasis *Website* sebagai solusi yang efektif. Sistem informasi bisnis memiliki banyak manfaat dalam penggunaannya dan berperan penting dalam keberhasilan bisnis. Pada penelitian ini, sistem informasi bisnis difokuskan untuk memudahkan pelanggan dalam bertransaksi melalui satu platform serta membantu admin dalam pengelolaan dan pelaporan data secara lebih efisien. Pengembangan sistem informasi bisnis V.dailybeads berbasis *Website* dilakukan menggunakan metode *Extreme Programming* dan dibangun menggunakan bahasa pemrograman PHP dan SQL untuk basis datanya. Perancangan desain antarmuka sistem dilakukan menggunakan metode *Goal Directed Design* dan prototipenya diuji menggunakan metode *System Usability Scale*. Pengumpulan data untuk pengujian *usability* dilakukan melalui kuesioner dan hasilnya mencapai skor rata-rata sebesar 70,125. Hasil uji SUS dinilai B atau baik (*good*) sehingga dapat disimpulkan bahwa desain antarmuka sistem yang dirancang telah sesuai dengan kebutuhan dan tujuan pengguna. Sistem informasi bisnis V.dailybeads juga telah berhasil dibuat dan dinilai dapat meningkatkan efisiensi operasional bisnis serta membentuk pelayanan kepada pelanggan yang lebih.

Kata Kunci: *Extreme Programming, Goal Directed Design, Sistem Informasi Bisnis, Website*

**DESIGNING A WEBSITE-BASED V.DAILYBEADS BUSINESS
INFORMATION SYSTEM USING EXTREME PROGRAMMING AND GOAL
DIRECTED DESIGN METHODS**

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ABSTRACT

V.dailybeads is an individual business that sells beaded accessory products as well as conducts beading Workshops. During the course of its business, V.dailybeads uses many different platforms in its operations. This affects the business process to run less efficiently and the delivery of information to customers becomes less than optimal. Based on these problems, a Website-based business information system was designed as an effective solution. Business information systems have many benefits in their use and play an important role in business success. In this research, the business information system is focused on making it easier for customers to transact through one platform and helping admins manage and report data more efficiently. The development of a Website-based V.dailybeads business information system was carried out using the Extreme Programming method and built using the PHP programming language and SQL for its database. The design of the system interface design was carried out using the Goal Directed Design method and the prototype was tested using the System Usability Scale method. Data collection for Usability Testing was carried out through a questionnaire and the results reached an average score of 70.125. The SUS test results are rated B orgood(good) so it can be concluded that the designed system interface design is in accordance with the needs and objectives of users. The V.dailybeads business information system has also been successfully created and is considered to be able to improve business operational efficiency and form more customer service.

Keywords: *Extreme Programming, Goal Directed Design, Business Information System, Website*