

PERANCANGAN APLIKASI WEB PEMESANAN PHOTOSHOOT MOTOR PADA SNAPS SPEED

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ABSTRAK

Industri otomotif dan fotografi di Indonesia mengalami pertumbuhan pesat, namun Snaps Speed masih menghadapi kendala efisiensi operasional akibat sistem pemesanan manual yang rentan kesalahan. Penelitian ini bertujuan merancang aplikasi web guna mengotomatisasi proses pemesanan, pengelolaan jadwal, dan transaksi layanan photoshoot motor. Metode pengembangan sistem yang digunakan adalah *Agile* yang bersifat iteratif, dengan teknik pengumpulan data melalui wawancara dan studi literatur. Aplikasi dibangun menggunakan bahasa pemrograman PHP dan basis data MySQL, serta dievaluasi menggunakan *Blackbox Testing* untuk fungsionalitas dan *Google Lighthouse* untuk performa. Hasil penelitian menunjukkan bahwa sistem berhasil memfasilitasi fitur registrasi, pemesanan, dan unduh hasil foto secara valid tanpa kesalahan fungsional, serta memiliki stabilitas visual yang baik, meskipun pengujian *Google Lighthouse* mendeteksi adanya keterlambatan pemuatan halaman pada metrik *Largest Contentful Paint* (LCP). Hasil evaluasi menunjukkan bahwa sistem membantu mempercepat proses pemesanan, mengurangi risiko kesalahan pencatatan, dan mempermudah pengelolaan transaksi berdasarkan pengujian fungsional, performa sistem, serta umpan balik dari owner Snaps Speed. Disimpulkan bahwa sistem telah layak digunakan, namun penelitian selanjutnya disarankan untuk mengintegrasikan *Payment Gateway* dan mengoptimalkan aset visual guna meningkatkan kecepatan muat halaman utama.

Kata kunci: Sistem Informasi, Aplikasi Web, Pemesanan *Photoshoot*, Snaps Speed, *Agile*

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ABSTRACT

The automotive and photography industries in Indonesia are experiencing rapid growth, yet Snaps Speed still faces operational inefficiencies due to a manual booking system prone to errors. This study aims to design a web application to automate the booking process, schedule management, and transactions for motorcycle photoshoot services. The system development method utilized is Agile, which is iterative, with data collection techniques involving interviews and literature studies. The application was built using the PHP programming language and a MySQL database, and evaluated using Blackbox Testing for functionality and Google Lighthouse for performance. The results indicate that the system successfully facilitates registration, booking, and photo download features validly without functional errors, and possesses good visual stability, although Google Lighthouse testing detected page loading delays in the Largest Contentful Paint (LCP) metric. Evaluation results demonstrate that the system helps accelerate the booking process, reduces the risk of recording errors, and simplifies transaction management based on functional testing, system performance, and feedback from the owner of Snaps Speed. It is concluded that the system is feasible for implementation, though future research is suggested to integrate a Payment Gateway and optimize visual assets to enhance main page load speed.

Keywords: *Information System, Web Application, Photoshoot Booking, Snaps Speed, Agile*