

ABSTRAK

Bandeja Padel Arena saat ini masih menghadapi kendala dalam pengelolaan operasional karena proses reservasi lapangan, pencatatan transaksi, pengelolaan jasa *coach*, serta data pelanggan masih dilakukan secara terpisah dan sebagian besar menggunakan metode manual, sehingga menyebabkan fragmentasi proses bisnis. Kondisi tersebut menyebabkan pengelolaan data menjadi kurang efektif dan sulit dimonitor. Penelitian ini bertujuan untuk merancang bangun *Enterprise System* pengelolaan lapangan padel berbasis website yang mampu mengintegrasikan layanan reservasi, membership, loyalty point, jasa *coach*, serta laporan operasional dalam satu platform terpusat, dengan mengacu pada kerangka arsitektur enterprise yang mencakup *Business Architecture*, *Data Architecture*, *Application Architecture*, dan *Technology Architecture*. Metode pengembangan sistem yang digunakan adalah metode *Waterfall* yang meliputi tahapan analisis kebutuhan, perancangan sistem, implementasi, pengujian, dan dokumentasi. Pengumpulan data dilakukan melalui wawancara langsung dengan pihak pengelola Bandeja Padel Arena. Sistem dirancang menggunakan *framework* Laravel dengan arsitektur MVC (*Model View Controller*). Hasil penelitian berupa rancangan *Enterprise System* berbasis website yang mampu membantu pengelolaan reservasi, data pelanggan, *membership*, *loyalty point*, serta laporan operasional secara lebih efektif, terintegrasi, dan terstruktur.

Kata Kunci: *Enterprise System*, *Laravel*, *Loyalty Point*, Padel, Sistem Informasi, *Waterfall*.

ABSTRACT

Bandeja Padel Arena currently still faces challenges in managing its operational activities because the reservation process, transaction recording, coach service management, and customer data handling are still conducted separately and mostly through manual methods, resulting in fragmented business processes. These conditions make data management less effective and difficult to monitor. This study aims to design and build a website-based Enterprise System for padel court management capable of integrating reservation services, membership, loyalty points, coach services, and operational reports into a centralized platform, based on an enterprise architecture framework covering Business Architecture, Data Architecture, Application Architecture, and Technology Architecture. The system development method used in this study is the Waterfall method, which includes the stages of requirements analysis, system design, implementation, testing, and documentation. Data collection was carried out through direct interviews with the management of Bandeja Padel Arena. The system was designed using the Laravel framework with the Model View Controller (MVC) architecture. The result of this study is a website-based Enterprise System design capable of supporting reservation management, customer data management, membership, loyalty points, and operational reporting in a more effective, integrated, and structured manner.

Keywordi: Enterprise System, Laravel, Loyalty Point, Padel, Information System, Waterfall