

ABSTRAK

Inovasi teknologi digital mendorong terjadinya perubahan luas pada berbagai sektor bisnis, termasuk industri kuliner dan hunian. Fountainhead Cafe and Co-Living sebagai bisnis terpadu yang menggabungkan layanan *cafe* dan *co-living* masih menghadapi kendala operasional karena proses reservasi dan pengelolaan data dilakukan secara manual dan terpisah. Kondisi tersebut menyebabkan kesalahan input data, keterlambatan pelayanan, serta kendala dalam memperoleh informasi yang dibutuhkan. Penelitian ini dilakukan untuk merancang dan membangun sistem informasi berbasis *website* terintegrasi yang mendukung promosi, penyajian informasi, reservasi *cafe* dan kamar *co-living*, serta pengelolaan data pelanggan dalam satu platform digital. Metode *User Centered Design* (UCD) diterapkan untuk menghasilkan sistem yang mampu memenuhi kebutuhan pengguna, sedangkan analisis PIECES digunakan untuk mengidentifikasi permasalahan sistem. Sistem dirancang dan diimplementasikan menggunakan *framework* Laravel yang terintegrasi dengan *database* MySQL. Hasil penelitian diharapkan mampu meningkatkan efisiensi operasional, mempercepat proses reservasi, dan meminimalkan kesalahan pengelolaan data.

Kata Kunci : *Cafe and Co-Living*, Laravel, PIECES, Sistem Informasi, *User Centered Design*

ABSTRACT

Digital technology innovation has driven significant changes across various business sectors, including the culinary and accommodation industries. Fountainhead Cafe and Co-Living, an integrated business that combines café and co-living services, still faces operational challenges due to reservation processes and data management being conducted manually and separately. These conditions result in data entry errors, service delays, and difficulties in accessing the required information. This study aims to design and develop an integrated web-based information system that supports promotion, information delivery, café and co-living room reservations, as well as customer data management within a single digital platform. The User Centered Design (UCD) method was applied to ensure that the system meets user needs, while the PIECES framework was utilized to identify existing system problems. The system was designed and implemented using the Laravel framework integrated with a MySQL database. The results of this study are expected to improve operational efficiency, accelerate the reservation process, and minimize errors in data management..

Keywords: Cafe and Co-Living, Laravel, PIECES, Information System, User Centered Design