



Threeyasa Group Banyuwangi Company Profile Design

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ABSTRACT

In this era of industrial revolution, it is undeniable that development progress is increasing to meet human needs in carrying out their activities. One of the groups that play an important role in this field is a company that focuses on tourism services. ThreeYasa Group is a Travel Agency business that was founded in 2020. Threeyasa Group is still fairly conventional in conducting promotions and communication with customers, namely utilizing the exchange of short messages only. ThreeYasa Group needs a digital platform to introduce its business to a wider audience. Company Profile is an effective promotional media design that can attract consumer attention and build cooperation with business people. Designing a company profile can make it easier for the owner to manage his business and make his business more dynamic. software development in making a company profile using the waterfall model. system analysis using interviews and observation methods. in visualizing actors with the system using usecase diagrams implemented using StartUML software. while coding uses the php programming language with Notepad++ software. Testing the system using Black Box Testing.

Keywords: *Waterfall, Company Profile, Tourism*

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INTRODUCTION

In this age of industrial revolution, it is undeniable that progress in development is increasing to fulfill human needs in carrying out their activities (Vial, 2019). One group that plays an important role in this field is companies that focus on tourism services, which aim to preserve cultural heritage and maintain the sustainability of the natural environment (He dkk., 2019). The promotional media available today are very diverse, and this is the result of the promotional strategies developed by companies to achieve

profit and success (S. Wang dkk., 2019). Nowadays, companies need to use media as a promotion that can provide information to the public or business people in a good and interesting way (Penconek dkk., 2021). Designing effective promotional media is one of them in the form of a Company Profile, which can attract the attention of consumers and build cooperation with business people.

Company Profile Tauko Wedding Organizer is designed using UML design method and using HTML, PHP programming language and using MySQL database (Caniëls dkk., 2019). With this website Tauko Wedding Organizer can easily inform widely about the wedding packages available at the wedding organizer (Pfaththeicher dkk., 2022). This website helps clients to get information about detailed wedding packages or details available from Tauko Wedding Organizer.

With a website-based Travel Information System, Travel Agents can promote tour packages provided with up to date and realtime to customers, at a lower cost compared to conventional promotional media (Peng dkk., 2020). The designed Travel Information System provides a menu of information on booking tour package tickets and payment confirmation functions and provides tour package facilities that are used to book tour packages without having to visit the tour and travel office (Jiang dkk., 2019). The system also provides facilities and transfer of departure schedules and cancellation of departures as well as a history of booking tour packages for the owner.

The developed website can make it easier for the salon to promote and sell salon services more efficiently (Salminen dkk., 2020). The developed website can create many new jobs because of the e-salon service go home (non-physical salon) (Wu dkk., 2020). The developed website can speed up the ordering process and make it easier for customers to order.

RESEARCH METHODOLOGY

Software development in this research uses the waterfall model (Hu dkk., 2019). Waterfall is a development technique that completes each stage of work in a downward sequence that resembles a waterfall. The stages in software development using the waterfall model are Analysis (Van Doren dkk., 2019): in conducting the analysis, researchers used interview techniques in obtaining information related to the website to be developed (F. Wang dkk., 2019). 2) Design: researchers use use case diagrams to visualize interactions between actors and the system and create a website interface design. 3) Implementation (Chen dkk., 2019): Researchers use the php programming language, bootstrap css to make the website design more dynamic, and javascript to create notification alerts (Low dkk., 2019). The software used as a tool in website development is notepad++ used as a text editor application and StarUml as an application to create usecase diagrams (Arora dkk., 2019). 4) Testing: researchers use black box in testing the website.

RESULT AND DISCUSSION

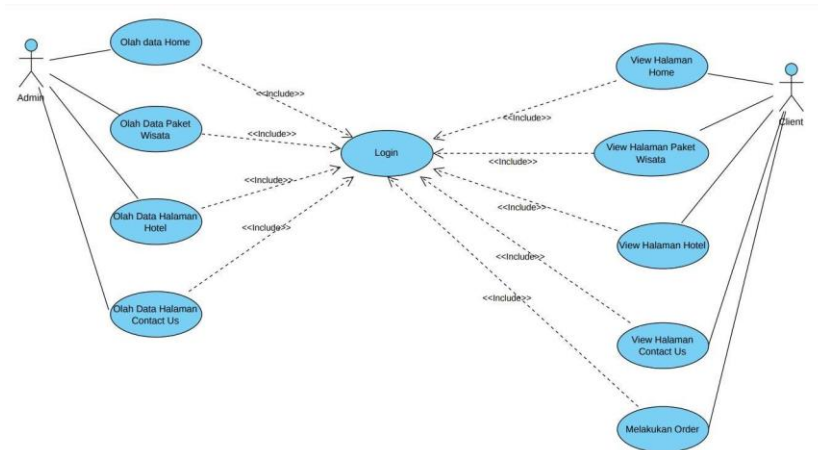
Analysis

Data collection techniques using interviews and observation methods (Gao dkk., 2021). Researchers conducted interviews with the owner of Threeyasa Group to get information on what kind of website will be created (Zhang & Jin, 2020). After conducting interviews, researchers made observations, how the ordering process was carried out so far.

Design

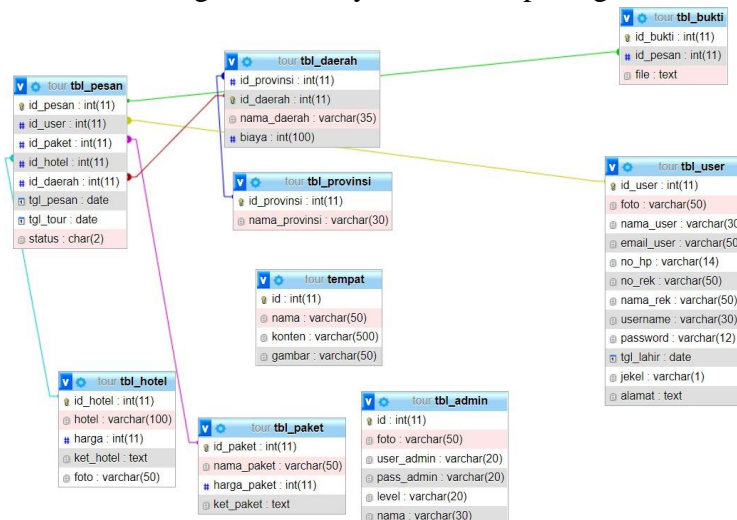
On the use case diagram can be seen who has access rights to the system. and can also be seen the functionality of the system on the website (Bai dkk., 2021). In this usecase, it is described how the website's capabilities are, where users can choose the menus provided on the website (Hassan dkk., 2021). use case diagram on Threeyasa Group website.

Figure 1. Use Case Diagram



Then, a website certainly has a database to store various data inputs so that the author attaches the following to the ERD (Entity Relationship Diagram) (Yang dkk., 2019):

Figure 2. Entity Relationship Diagram



Here is the design of each page of the Threeyasa Group website:

Figure 3. Home Page Design

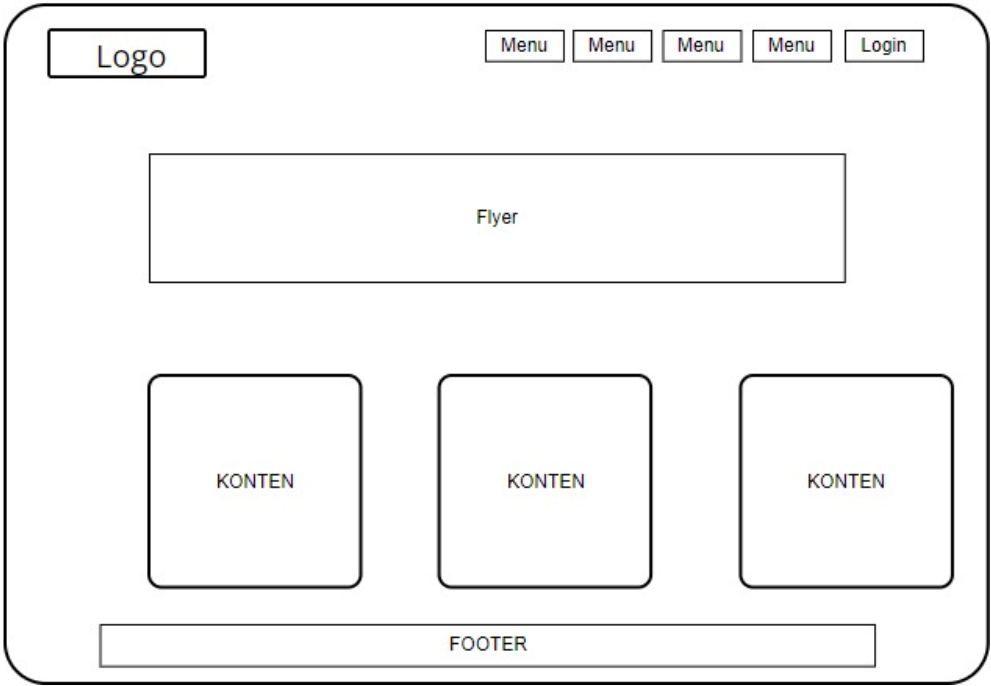


Figure 4. Tour Package Page Design

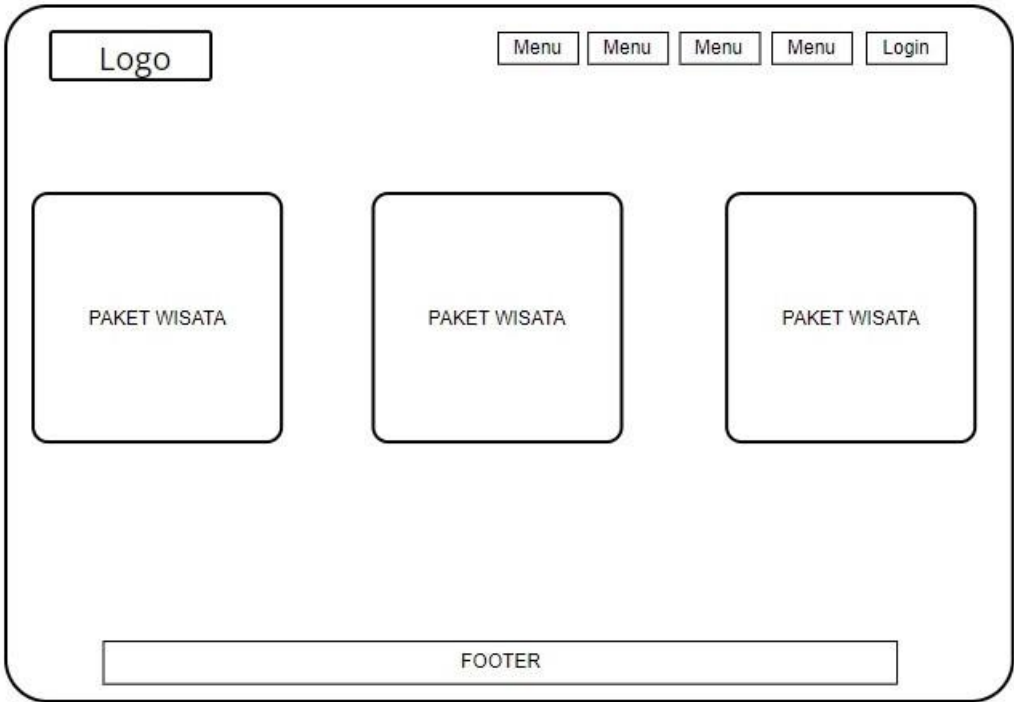


Figure 5. Order Page Design

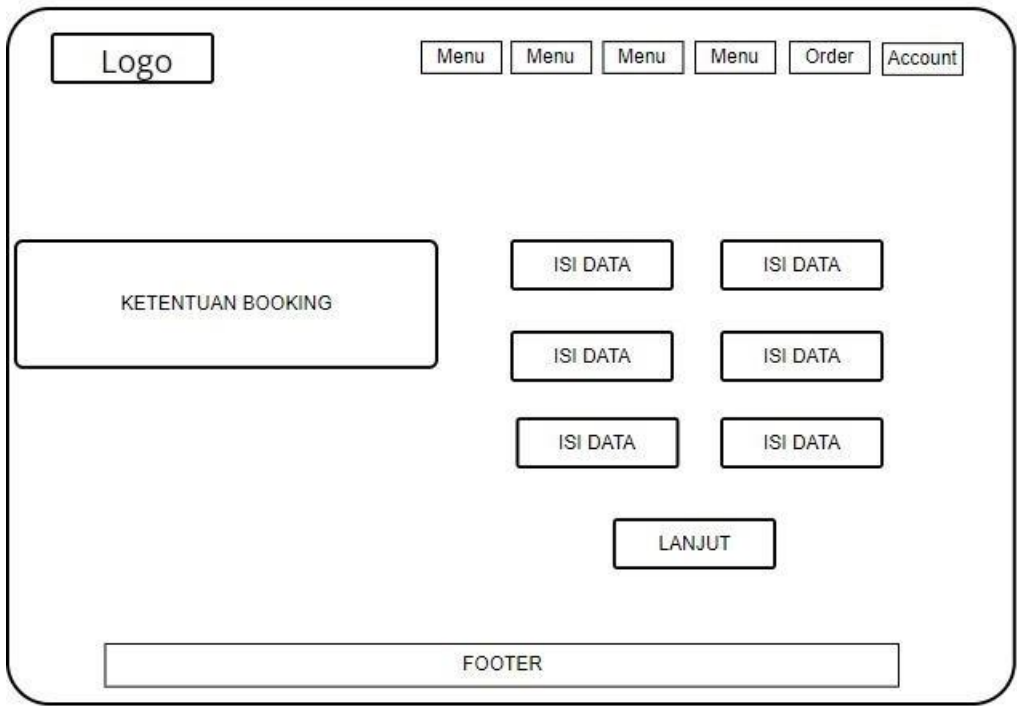


Figure 6. Client Area Login Page Design

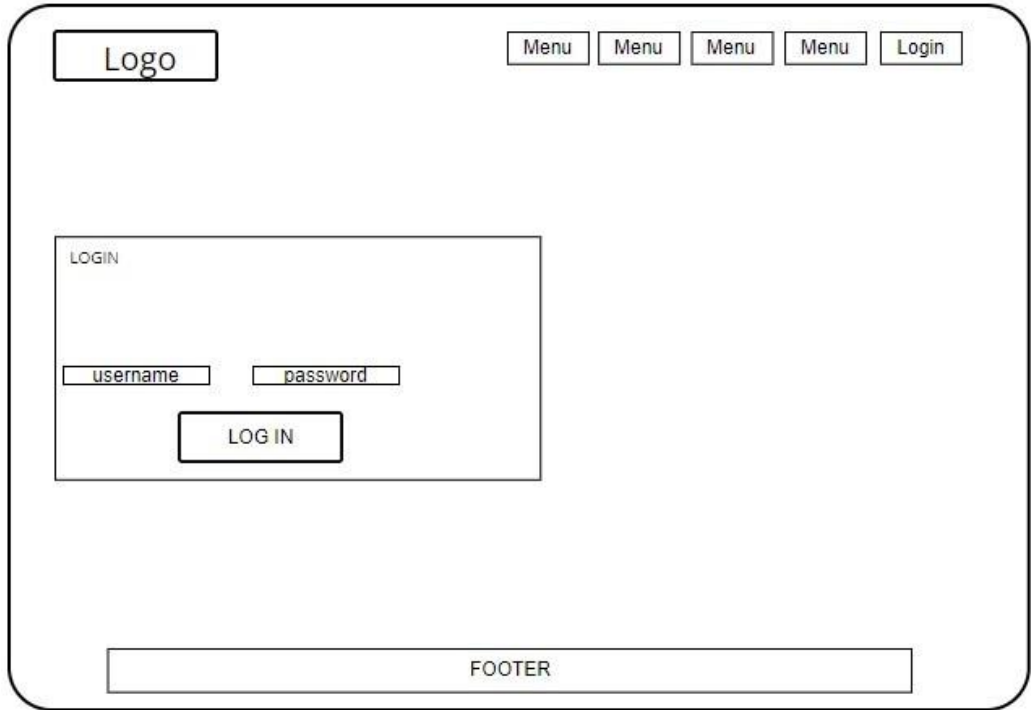


Figure 7. Admin Login Page Design

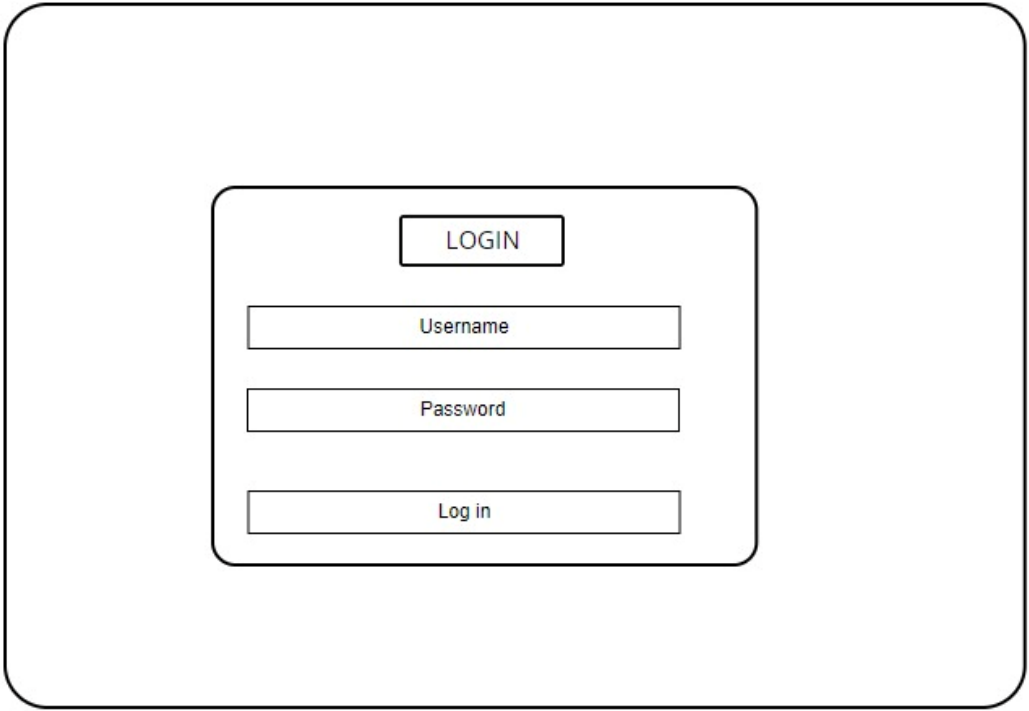


Figure 8. Lodging Page Design

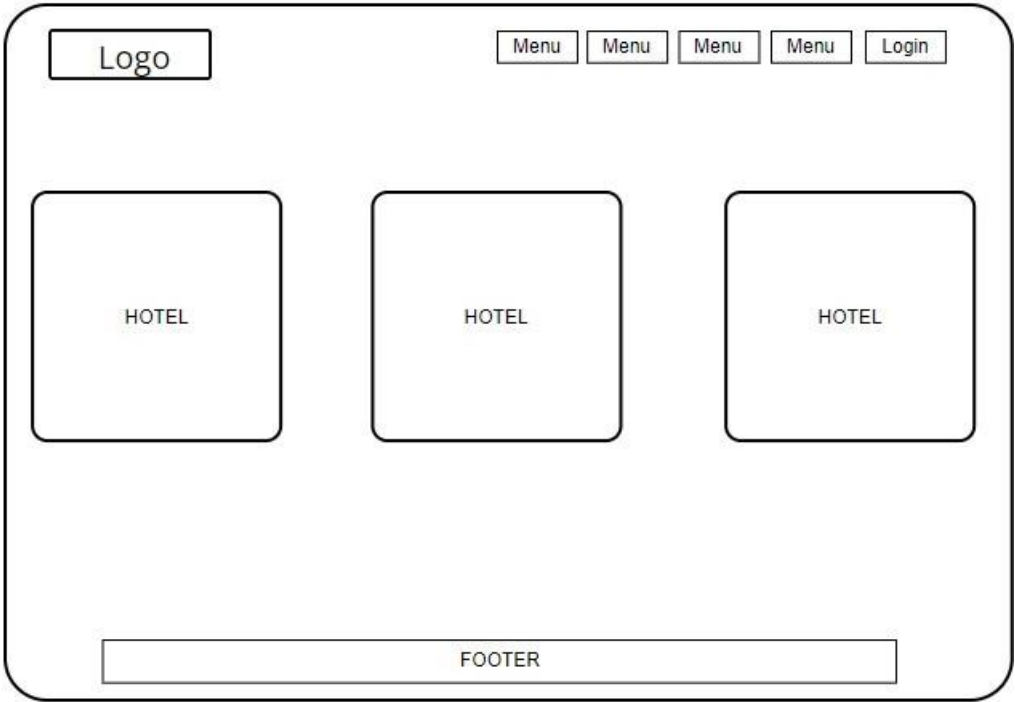


Figure 9. Admin Dashboard Page Design

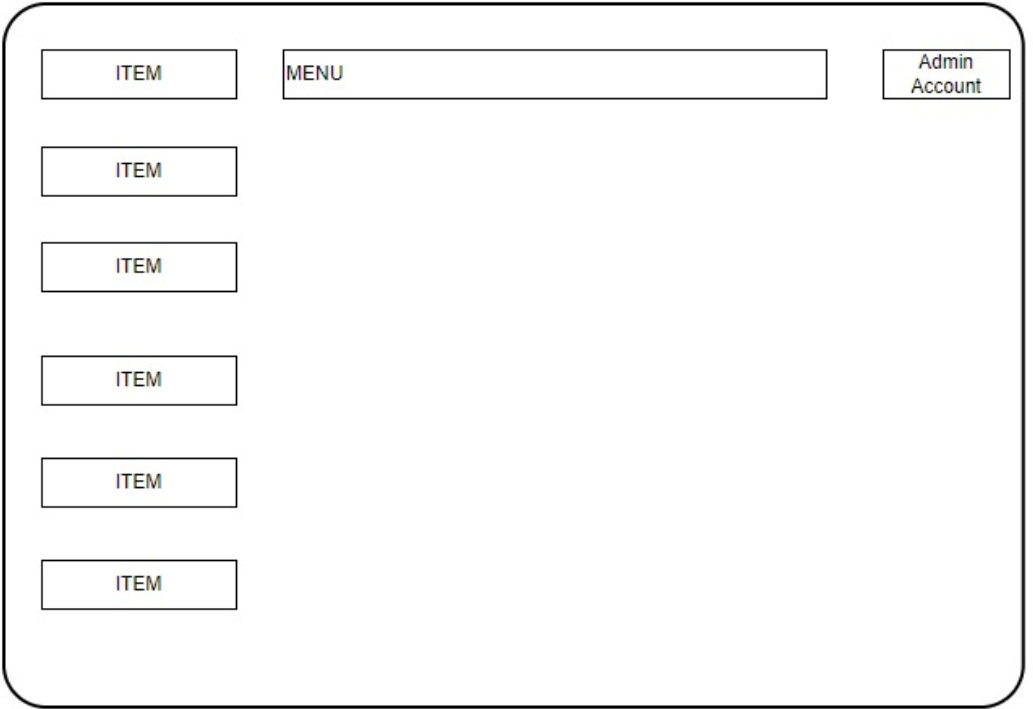
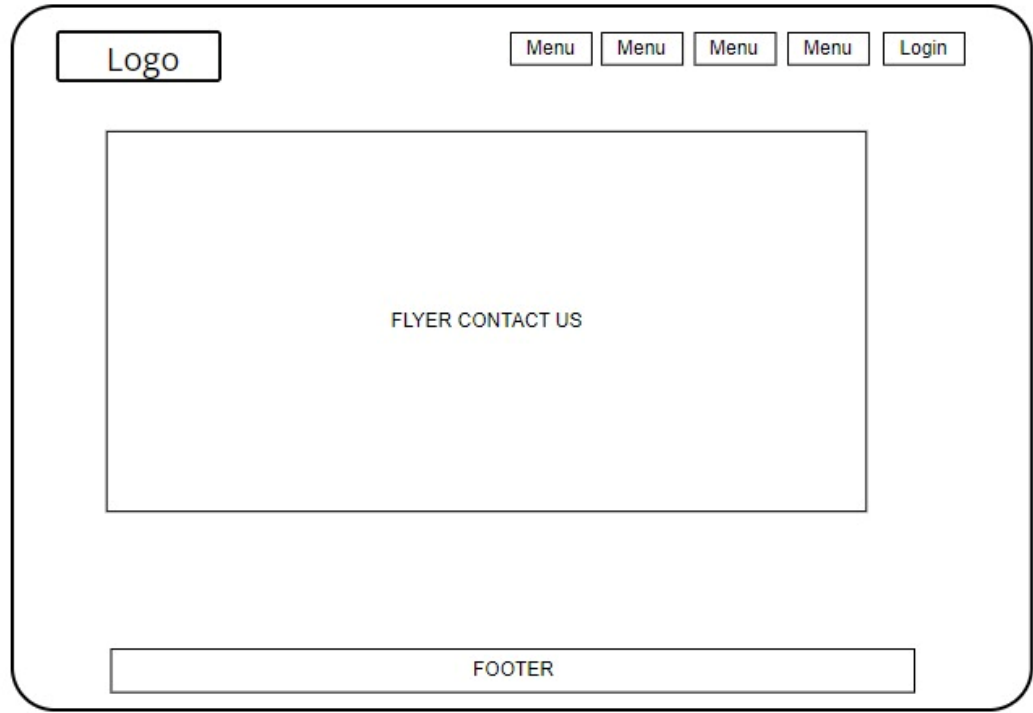


Figure 10. Contact Us Page Design



Implementation

Referring to the source code that has been made, the user interface of the Threeyasa group website is as follows.

Figure 11. Home Page Display



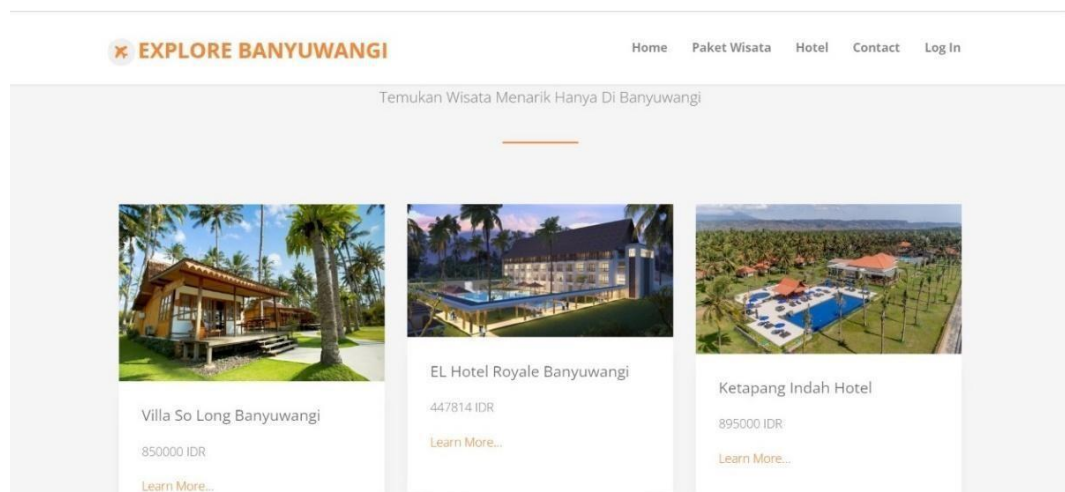
Figure 11 is a display in the Home Page on the Threeyasa Group website, where when you first browse the Threeyasa Group website, the page will appear.

Figure 12. Tour Package Page



Figure 12 is a display to show the Tour Package Page (Abou-Alfa dkk., 2020), which is very helpful for clients in determining the budget for a vacation.

Figure 13. Lodging Selection Page



In Figure 13 customers will be given several choices of lodging places that are very affordable and easily accessible to several tourist attractions.

Figure 14. About Us



Figure 14 is the most important part of the website, because the page lists the address and telephone number that can be contacted so that customers can contact Threeyasa Group to order tour packages in Banyuwangi.

Testing

The test carried out is using Black Box Testing.

Table 1. Testing results

No	Nama	Luaran yang diharapkan	Hasil
1.	Login Client	Username, password sesuai dengan validasi	Berhasil
2.	Tour Packages	Menampilkan halaman Tour Packages	Berhasil
3.	Order	Menampilkan halaman Order	Berhasil
4.	Login Client	Username, password sesuai dengan validasi	Berhasil
5.	Lodging	Menampilkan halaman Lodging	Berhasil
6.	Contact Us	Menampilkan halaman Contact U	Berhasil

CONCLUSION

The conclusions that can be drawn in this service are as follows:

1. Threeyasa group is designed using UML design method and using HTML, PHP programming language and using MySQL database.
2. With a website-based Information System, Threeyasa group can promote tour packages provided with up to date and realtime to customers, at a lower cost compared to conventional promotional media.
3. The developed website can speed up the ordering process and make it easier for customers to find the desired salon.

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