

PENGEMBANGAN SISTEM INFORMASI WEBSITE GO.GRILLED DENGAN MODEL SCRUM

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ABSTRAK

Penelitian ini bertujuan untuk mengembangkan sistem informasi web Go.grilled berbasis *Customer Relationship Management* (CRM) agar mampu meningkatkan efektivitas layanan pemesanan dan pengelolaan data pelanggan. Pengembangan sistem pada penelitian ini menggunakan metode Scrum, yang terbagi dalam tiga *Sprint* utama, meliputi perancangan sistem, pembuatan fitur untuk *customer*, serta pengelolaan data oleh *admin*. Fitur utama yang dikembangkan pada sisi *customer* mencakup *landing page*, katalog produk dan paket, keranjang belanja, formulir pemesanan, metode pembayaran, *upload* bukti transfer, dan *invoice*. Sementara pada sisi *admin*, fitur yang dibangun meliputi *login*, *dashboard*, pengelolaan produk dan paket (CRUD dan *upload* foto), pengelolaan pesanan, serta laporan pembukuan. Pengujian sistem dilakukan dengan tiga metode, yaitu *white-box testing* menggunakan teknik *Basic Path Testing* untuk menguji logika program, *black-box testing* untuk memastikan sistem berjalan sesuai fungsi, dan *User Acceptance Testing* (UAT) untuk mengevaluasi penerimaan pengguna terhadap sistem. Hasil pengujian menunjukkan bahwa seluruh fitur berjalan dengan baik dan sistem dinyatakan layak digunakan, ditunjukkan dari hasil UAT dengan mayoritas responden memberikan penilaian baik dan sangat baik. Dengan adanya sistem ini, proses bisnis Go.grilled menjadi lebih terorganisir dan interaksi dengan pelanggan dapat dikelola secara efektif melalui pendekatan CRM.

Kata Kunci: Sistem Informasi, CRM, Scrum, Web, Go.grilled, Pengujian Sistem

DEVELOPMENT OF THE GO.GRILLED WEBSITE INFORMATION SYSTEM USING THE SCRUM MODEL

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ABSTRACT

This study aims to develop a Go.grilled web-based Customer Relationship Management (CRM) information system to improve the effectiveness of ordering services and customer data management. The system development in this study uses the Scrum method, which is divided into three main Sprints, including system design, feature development for customers, and data management by administrators. The main features developed on the customer side include a landing page, product and package catalog, shopping cart, order form, payment methods, upload of transfer proof, and invoices. On the admin side, the features built include login, dashboard, product and package management (CRUD and photo upload), order management, and accounting reports. System testing was conducted using three methods: white-box testing using Basic Path Testing techniques to test program logic, black-box testing to ensure the system functions as intended, and User Acceptance Testing (UAT) to evaluate user acceptance of the system. Testing results indicate that all features function properly, and the system is deemed suitable for use, as evidenced by UAT results where the majority of respondents rated it as good or very good. With this system, Go.grilled's business processes are more organized, and customer interactions can be effectively managed through a CRM approach.

Keywords: Information System, CRM, Scrum, Web, Go.grilled, System Testing