OPTIMIZATION OF PHOTOGRAPHY SERVICES ORDERING SYSTEM

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Abstract: The data management system that is currently running at Casamia Studio still uses a handwritten manual system which is prone to various errors that cause calculation errors, difficulty in determining prices, difficulties in searching data, and difficulties in obtaining the required reports. The purpose of this research is to be able to design a web-based information system that is easy to use. In this writing the author designed an information system at Casamia Studio that makes it easier for users to manage various existing service data. The author also uses the Waterfall method to meet the needs of this research. The new system results in an online ordering process, good and correct data storage, and can generate reports quickly and accurately. The existence of this information system is able to help green photography activities more effectively and efficiently in data processing.

Keywords : Information System, Ordering, photography

BACKGROUND

The development of Information Technology is currently growing rapidly. It provides many conveniences that were initially managed manually, now managed using electronic media. The use of internet media has a major influence in presenting information because it can be accessed quickly and easily obtained and disseminated. Especially in the field of services such as documentation services to assist in the preparation and implementation of photos in various events.

Casamia studio is a business entity engaged in the provision of documentation services that assist customers in planning and preparing various kinds of photography events according to a predetermined schedule. The products offered at this photo studio include studio photo services such as graduation photos, weddings, pre-wedding, maternity, photo printing, make-up and others according to the choices and budget that have been set. In the process of ordering packages made by Casamia studio today it is still done manually and the process of recording and storing customer order data is still simple to write in a ledger, monthly and annual reports of orders are also still done manually, allows for errors in recording order transactions and inaccurate reports that are made and creates several obstacles such as insecure data storage because the recording process still uses a ledger which risks loss or damage to ordering data and reports. Making reports take quite a long time and inefficient because there is no system to assist in the process of making reports, so you have to look at the customer order records one by one every month and year in the ledger. Another obstacle at Casamia studio is that there is no system to get information from the photography packages offered because promotions are still being carried out through social media such as WhatsApp, Facebook and Instagram.

With the causes of the problems above, the author designs and creates applications to help solve problems that exist in this studio. With the results of this study, it can be a solution for optimizing the photography ordering service system and making it easier for customers to obtain information and ordering, as well as facilitating the transaction data collection process and preparing reports compared to manually.

LITERATURE REVIEW

The system is a network of interconnected procedures gathered together to carry out an activity or to complete a certain goal. [2]

Application is a group of attributes consisting of several report forms arranged in such a way that it can access data. The application is a program that contains commands to perform data processing.[8]
According to Tendi Antopani, 2015 Photos or images are the result of photographic activity. Advertising photography is a branch of professional photography that functions more to meet industry needs in advertising as a substitute for illustrations from hand drawings. [3]

METHODOLOGY

The research methodology used in this study contains a framework that is carried out in order to solve the problem, namely as follows:

- Identification of the problems
- Data Collection
- Literature review
- Planning Systems
- Systems Build
- Testing systems
- Implementation

Figure 1. Research Framework

The details of each research work step are as follows:

Identification of the Problem
Identify the problems that exist in the research area.

Data Collection
Data collection is done in a way:
Interview
This method is used for data collection where the author gets data from direct interviews with the owner of Casamia Studio.
Observation
In this method, direct observation is carried out at Casamia Studio to collect data which is a very important source of information to assist in analyzing and then designing the system that is currently needed.

Literature Review
The literature study process is carried out by looking for references in the form of writing in books or previous research in journals. The purpose of conducting literature studies is to find and understand the application of related research that has previously been carried out.

Planning Systems

In this process the author analyzes the system requirements that will be made based on needs.

Build System
At this stage, the system is made based on the system design that has been carried out.

Testing System
The next stage is to test and try the system by running a system that is ready to use. At this stage, the system will also be repaired if there are still errors or deficiencies.

Implementation
At this stage, the implementation of the system is carried out on the research object, namely Casamia Studio to get the expected results.

RESULTS AND DISCUSSION

System Analysis
In analyzing the system the author uses use case diagram

Figure 2. Current Use Case Diagram

Figure 3. The proposed Use Case Diagram

Figure 4 Class Diagram
System Implementation

Main Page Display
This page is the first view that appears when the program is run and also the main page view of visitors.

Figure 5. Main Page

Report
The report page contains daily, monthly, yearly, package and member reports.

Figure 6 Owner’s Main Menu Page

Figure 7 Daily Report

CONCLUSION
Based on the results of the research analysis that has been carried out, the following conclusions can be drawn:
With this system, customers can easily find information about the photography packages offered.
With the system, it optimizes processing of customer data, photography packages, ordering properly so that the data is accurate and stored properly and safely.
Ordering photography packages is done online, making it easier for customers to make order transactions without having to come to the studio.
In this system, customers can find out and see the booking schedule that has been booked before placing an order.

BIBLIOGRAPHY


