

ABSTRAK

Laporan Akhir ini disusun dengan tujuan merancang media informasi berbasis *website* pada SMP Negeri 33 Palembang menggunakan platform *google sites* guna menyajikan data sekolah secara terstruktur dan mudah diakses. Latar belakang dari penelitian ini adalah belum tersedianya media publikasi resmi berbasis digital, sehingga penyampaian informasi sekolah selama ini masih dilakukan dengan cara manual melalui brosur, media sosial seperti instagram, dan komunikasi dari mulut ke mulut yang dinilai kurang optimal dalam menjangkau masyarakat. Metode penelitian yang digunakan adalah *Research and Development* (R&D) dengan pendekatan model ADDIE yang meliputi lima tahapan analisis (*analysis*), Desain (*design*), Pengembangan (*Development*), Implementasi (*implementation*), dan evaluasi (*evaluation*). Teknik pengumpulan data dilakukan melalui observasi, wawancara dan dokumentasi, pengujian fungsionalitas sistem menggunakan metode *Black Box Testing*. Penelitian ini menghasilkan sebuah *website* media informasi sekolah yang mencakup beberapa fitur utama seperti beranda, profil sekolah, kegiatan sekolah, informasi SPMB & prestasi siswa, dan pengumuman kelulusan. berdasarkan hasil pengujian *Black Box*, seluruh fitur dapat berjalan dengan baik. Hasil evaluasi dengan pengguna yaitu tampilan *website* responsif diakses melalui laptop maupun smartphone, serta mudah dikelola oleh tata usaha sekolah tanpa memerlukan pemrograman khusus.

Kata kunci: *Media informasi, Website, Google Sites, ADDIE, SMP Negeri 33 Palembang*

ABSTRACT

This Final Report was compiled with the aim of designing website based information media at State Junior High School 33 Palembang using the google sites platform to present school data in a structured and easily accessible manner. The background of this research is the lack of digital based official publication media, so that the delivery of school information has been carried out manually through brochures, social media such as Instagram, and word of mouth communication which is considered less optimal in reaching the community. The research method used is Research and Development (R&D) with the ADDIE model approach which includes five stages of analysis, design, development, implementation, and evaluation. Data collection techniques are carried out through observation, interviews and documentation, testing the functionality of the system using the Black Box Testing method. This research produces a school information media website that includes several main features such as homepage, school profile, school activities, SPMB information & student achievements, and graduation announcements. Based on the Black Box test results, all features can run well. The results of the evaluation with users are a responsive website display that can be accessed through a laptop or smartphone, and is easy to manage by the school administration without the need for special programming.

Keywords: Information Media, Website, Google Sites, Junior High School 33 Palembang