

ABSTRAK
RANCANG BANGUN WEBSITE DIREKTORI EVENT ORGANIZER
UNTUK WILAYAH KOTA PALEMBANG

(Maya Siti Kencana Hanum, 2026 : 167 Halaman)

Perkembangan industri *Event Organizer* (EO) dan *Wedding Organizer* (WO) di Kota Palembang belum sepenuhnya didukung oleh media informasi digital yang terpusat, sehingga calon pelanggan masih mengalami kesulitan dalam mencari, membandingkan, dan berkomunikasi dengan vendor. Penelitian ini bertujuan untuk merancang dan membangun website direktori EO/WO bernama Palembang *Event Center* sebagai *platform* digital yang menyediakan informasi vendor, profil usaha, portofolio, paket layanan, testimoni, simulasi acara, serta fitur inquiry. Pengembangan sistem menggunakan metode *Waterfall* yang terdiri dari analisis kebutuhan, perancangan, implementasi, pengujian, dan pemeliharaan. Sistem dibangun menggunakan *Laravel* sebagai *backend*, *React* sebagai *frontend*, dan MySQL sebagai basis data. Pengujian dilakukan menggunakan Black Box Testing dan *User Acceptance Testing* (UAT). Hasil pengujian menunjukkan seluruh fitur berjalan sesuai kebutuhan, dengan nilai UAT sebesar 96,73% dari pengguna, 94,03% dari mitra, dan 95,58% secara keseluruhan. Hasil tersebut menunjukkan bahwa platform sangat layak digunakan sebagai media direktori dan promosi digital EO/WO di Kota Palembang.

Kata Kunci: *Event Organizer, Wedding Organizer, Website Direktori, Laravel, React, Black Box Testing, User Acceptance Testing.*

ABSTRACT

DESIGN AND DEVELOPMENT OF AN EVENT ORGANIZER DIRECTORY WEBSITE FOR PALEMBANG CITY

(Maya Siti Kencana Hanum, 2026 : 165 Pages)

The development of the Event Organizer (EO) and Wedding Organizer (WO) industries in Palembang City has not been fully supported by centralized digital information media, causing potential customers to experience difficulties in finding, comparing, and communicating with vendors. This research aims to design and develop an EO/WO directory website called Eventura as a digital platform that provides vendor information, business profiles, portfolios, service packages, testimonials, event planning simulations, and inquiry features. The system development method used is the Waterfall method, which consists of requirements analysis, system design, implementation, testing, and maintenance stages. The system was developed using Laravel as the backend framework, React as the frontend framework, and MySQL as the database management system. Testing was conducted using Black Box Testing and User Acceptance Testing (UAT). The testing results showed that all system features functioned according to the specified requirements, with UAT scores of 96.73% from users, 94.03% from partners, and 95.58% overall. These results indicate that Eventura is highly feasible to be used as a digital directory and promotional platform for Event Organizer and Wedding Organizer services in Palembang City.

Keywords: *Event Organizer, Wedding Organizer, Directory Website, Laravel, React,*

Black Box Testing, User Acceptance Testing.