

***Design and Build a Web-Based
Company Profile Using the
PIECES Method
(Case Study of YPI 1 Braja
Selebah Islamic Middle School)***

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ABSTRACT

Ypi 1 Islamic Middle School Braja Selebah currently does not have a school website to support the school's marketing or promotional activities to prospective students. Ypi 1 Braja Selebah Islamic Middle School needs a school website so that it can provide information to prospective new students and also attract prospective students to register at Ypi 1 Braja Selebah Islamic Middle School. So far, the student admissions business process used is still done manually, namely prospective consumers or student parents who want to register their children come to YPI 1 Islamic Middle School and ask when the opening will open and do everything manually, including registering new students. The solution offered is to create a school company profile which is useful as a promotional medium for Ypi 1 Braja Selebah Islamic Middle School to prospective new students, so they can see more details about Ypi 1 Braja Selebah Islamic Middle School. The company profile was created using the PIECES method, which can analyze the problems that exist at YPI 1 Braja Selebah Islamic Middle School. The result obtained is that by having a school company profile, the school can promote it to prospective new students by disseminating information more widely. Delivery of information is expected to be faster, more accurate and effective.

Keywords: Website, Information, Application, Promotion, PIECES.