IMPLEMENTATION AND DESIGN OF A WEB-BASED ORDERING INFORMATION SYSTEM FOR CONFECTIONERY AND PRINTING
(Case Study: UFO Studio Art Purwodadi)

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ABSTRACT

The printing industry in Indonesia is rapidly advancing, encompassing large, medium, and small scales. This progress has led to increased competition among printing companies. To remain competitive, printing companies must provide ease of ordering for consumers. UFO Studio Art is a printing company specializing in confectionery and printing services located in Purwodadi. Currently, the ordering system at UFO Studio Art is still conducted traditionally/manual, requiring customers to visit the company in person to place orders and consult on their requests. This poses challenges for consumers located far from the business, resulting in significant time and transportation costs to place orders. Furthermore, the ordering data is still recorded manually, increasing the risk of data loss or mismanagement. Based on these issues, the authors aim to design a web-based ordering information system for confectionery and printing products. This system is expected to facilitate consumers in placing orders without needing to visit the company location. With the web-based system design, all ordering data at UFO Studio Art can be easily stored. Additionally, this system aims to enhance the efficiency and effectiveness of order data management.

Keywords: Ordering, Website, Information System.