

DIGITAL INNOVATION OF MOBILE-BASED SKIN AND HAIR BEAUTY SALON SERVICES

(Case Study: Salon Mey Mey Sugandha, Gunungkidul)

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ABSTRACT

The beauty industry continues to grow rapidly, driven by advances in digital technology, particularly in salon reservation services. This research focuses on the development of a mobile-based salon reservation application aimed at enhancing operational efficiency at Salon Mey Mey Sugandha in Gunungkidul Regency. This application is designed to automate the recording of reservations, scheduling, and transactions, thereby minimizing errors and expediting the service process. With features that allow customers to choose services, set visit schedules, and make payments online, this application offers convenience and flexibility in accessing salon services. Application testing is conducted using the Black Box Testing method to ensure that each feature functions as intended without examining the source code. The results indicate that this system can significantly improve the efficiency of salon operations through more structured reservation management and enhanced communication between customers and salon owners. Furthermore, this digital transformation enables salons to adapt to technological advancements, thereby improving their competitiveness within the beauty industry. The application is expected to serve as a pioneering solution, enhancing the quality of salon services, ensuring a more comfortable experience for customers, and facilitating business growth in the digital transformation era.

Keywords: Blackbox Testing, Salon Reservation, Digital Transformation

