

ABSTRACT

Gracia Photography is a photography service agency in Sleman, Yogyakarta. Previously, Gracia Photo faced significant obstacles in managing photographer schedules, monitoring work processes, and manually archiving invoices. These problems often lead to uncertainty in photographer assignments, lack of access to real-time information regarding project work, and errors in creating invoice numbers, which lead to operational inefficiencies and less than optimal service. This study aims to implement a web-based photography service management information system application at Gracia Photo to overcome these problems. The research method used is the waterfall method involving the stages of problem identification, data collection, analysis and system design using tools such as Data Flow Diagrams (DFD), Hierarchical Diagrams, and Entity Relationship Diagrams (ERD), followed by application development and testing. This application produces a web-based photo studio management information system with key features such as employee data management, service package data, transaction data (including order and payment details), and schedule management. System innovations also include the provision of an informative role-based dashboard for admins, photographers, and owners, as well as automation of sending invoices to customer WhatsApp, significantly increasing efficiency and accuracy. The results of blackbox testing show that all tested scenarios were successfully implemented, indicating that the system is able to handle various operational situations as expected. Thus, this system provides a comprehensive solution that supports monitoring of operational data developments effectively, consistently, and can be a reference for modern photo studio management.

Keywords: *Information System, Operational Management, Photography, Web, Gracia Photo, Waterfall.*