

DESIGNING A WEBSITE AS A CULINARY LOCATION RECOMMENDATION PLATFORM FOR STUDENTS

ALFIN AHSANUL HAKIM

Informatics Study Program, Faculty of Science and Technology

University of Technology Yogyakarta

Jl. Ringroad Utara, Jombor, Sleman, Yogyakarta

E-mail: alfinahsanul21@gmail.com

ABSTRACT

Technological advancement does not always guarantee ease of access to information. In fact, the abundance of information sources can often cause confusion, especially when users seek specific content such as culinary recommendations. This is a common issue for university students who are new to Yogyakarta and struggle to find suitable dining options. At the same time, Micro, Small, and Medium Enterprises (MSMEs) face challenges in promoting their culinary products effectively. To address both issues, this study proposes the development of a digital media platform in the form of a website that is accessible across devices. The platform is built using the Laravel programming framework and is designed with a social media-like interface. Users are allowed to explore content without logging in, while registered users gain access to additional features. Testing results show that all system features function properly without issues. With its familiar design, the website minimizes the user learning curve and is expected to be a practical tool for both students and MSMEs to share and discover culinary recommendations. Ultimately, the platform aims to contribute to the enhancement of the local economy in Yogyakarta.

Keywords: *Laravel, Culinary Recommendation, MSMEs, Website*