

## **ABSTRACT**

Arts by Sahara is a company specializing in photography services and studio rentals. Previously, bookings could only be made in person at the studio or via WhatsApp, which often resulted in issues such as scheduling errors, limited product information, and delayed responses from the studio. This study aimed to design and implement a web-based booking system to improve the efficiency and accuracy of booking data management. The system development methodology included data collection, needs analysis, system design, implementation, and testing. Key features of the system included user account and access rights management, photography service bookings, photo session scheduling, product data management, and automatic transaction reporting. Implementation results demonstrated that the system facilitated customer bookings and helped the studio manage booking data more quickly and accurately. Testing was conducted using black-box testing and User Acceptance Testing methods. Black-box testing results showed that all system functions operated effectively, while User Acceptance Testing yielded a score of 87.63%, indicating that this booking information system is highly feasible and effective for use.

**Keywords:** Information System, Booking, Photography, Web

