RANCANG BANGUN SISTEM PERENCANAAN & PENGENDALIAN PELAKSANAAN PRODUKSI FOTO STUDIO BERBASIS WEB (STUDI KASUS REFLECTION PHOTOGRAPHY, YOGYAKARTA)

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ABSTRACT

Reflection Photography (RP) is one of the creative industries in Yogyakarta whose daily activities are producing photos (graduation, family, baby, personal, group, maternity, documentation, wedding and prewedding). Production activities start from pre-production such as collecting customer data and booking lists. At the time of production, the RP manager found a constraint, namely the planning time was often missed from the specified time limit. To make the company develop and be more advanced, it requires effective, structured and systematic control over the implementation of production in order to facilitate the performance of customer service, managers and production teams in completing photo production to the fullest. Therefore, the researcher tries to analyze some of the basic problems that exist in RP. The method used in this study is the waterfall method which has 5 phases in its stages, namely analysis, design, implementation, and testing. The design of this application system uses the DFD model, then adds a database server that is stored in MySQL with the PHP, Java Script, and Boostrap programming languages. So it can be concluded that this research will create a system that will improve the pre-production data management process, design the status of the production implementation (post-production), and minimize communication and time scheduling errors in Reflection Photography.

Keywords*: System, Pre-Production, Post Production, Waterfall, Web*