

“PEMBUATAN *WEBSITE* INTERAKTIF UNTUK LAYANAN KONSULTASI *CV AKA DESIGN*”

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ABSTRAK

Perkembangan teknologi informasi telah mendorong perusahaan untuk beradaptasi dalam memasarkan jasa dan meningkatkan efisiensi operasional. *CV AKA Design*, perusahaan yang bergerak di bidang jasa konsultasi perencanaan dan pengawasan bangunan, sebelumnya masih mengandalkan metode promosi konvensional, sehingga kurang efektif dalam menjangkau pasar yang lebih luas. Ketiadaan *website* profesional membatasi promosi, pengelolaan portofolio, serta komunikasi dengan klien, yang berdampak pada daya saing perusahaan. Melihat kondisi tersebut, penelitian ini melakukan pengembangan sebuah *website* profesional sebagai solusi strategis untuk meningkatkan visibilitas perusahaan, memperluas jangkauan pasar, serta membangun citra yang lebih profesional. *Website* yang dibangun memiliki fitur informatif dan interaktif, meliputi profil perusahaan, portofolio proyek, formulir konsultasi *online*, sistem pengelolaan data klien, estimasi biaya, serta manajemen artikel. Pengembangan sistem ini menggunakan metode *Waterfall* sehingga proses perancangan dilakukan secara sistematis dan sesuai dengan kebutuhan perusahaan. Hasil akhir menunjukkan bahwa aplikasi telah berjalan dengan baik dan optimal untuk membantu meningkatkan promosi, mempermudah pengelolaan data, serta mendukung pelayanan konsultasi secara *online*.

Kata Kunci: Teknologi, *Website*, Konsultasi, Bangunan, Pengawasan, Digitalisasi, *Waterfall*.

" DEVELOPMENT OF AN INTERACTIVE WEBSITE FOR CONSULTATION AT CV AKA DESIGN"

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ABSTRACT

The development of information technology has encouraged companies to adapt in marketing their services and improving operational efficiency. CV AKA Design, a company engaged in building planning and supervision consultancy services, previously relied on conventional promotional methods, which were less effective in reaching a wider market. The absence of a professional website limited promotion, portfolio management, and client communication, which impacted the company's competitiveness. In response to this condition, this research developed a professional website as a strategic solution to enhance the company's visibility, expand market reach, and build a more professional image. The website features informative and interactive functions, including a company profile, project portfolio, online consultation form, and client data management system. The web-based system was developed using the Waterfall method, ensuring that the design process was carried out systematically and according to the company's needs. The final testing results show that the website is capable of optimizing the company's operations by accelerating the service ordering process, simplifying data management, and facilitating communication with clients through online consultation features and automated notifications. Moreover, the website assists management in decision-making by providing well-structured project data and easily accessible reports, thus supporting faster, more accurate, and transparent services. As a result, CV AKA Design now has an effective digital platform to compete in the era of information technology

Keywords: Technology, Website, Consultancy, Building, Supervision, Digitalization, Waterfall.