

ABSTRACT

Title : **ONLINE MEMBERSHIP INFORMATION SYSTEM AND COILFLOW.IDTREATMENT**

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Degree Granted : **Strata1 (S1)**

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Coilflow is a umkm brand that operates in the field of hair serum products. Coilflow.id also contains vitamins and flowers which have benefits. Coilflow.id is safe to use because it is made from natural raw materials that do not cause side effects. Coilflow.id also has Membership and Treatment Services as business people and users. This research aims to design a web-based membership and treatment information system to help coilflow.id operate its business in developing sales of treatment products and services. The problem with the manual system used by coilflow.id is that registration for a membership is not efficient, coilflow.id stores data using paper records, this causes members' data storage to be vulnerable to damage and loss. Coilflow.id will contact members to pick up products based on the package taken and members can carry out activities in selling, promoting goods and special creambath treatment services. Members are limited in promoting because they do not have brochures about products and services. There are 2 ways to order Treatment services at coilflow.id, namely home services and in-storeservices by placing orders via chat and making customers wait to obtain information for selecting this treatment service. In this study, the authors built a system that facilitates membership in obtaining information, promoting and selling members in accordance with the 4P marketing elements (Product, Price, Place, Promotion) and helps coilflow.id in storing reports that are safer and more accurate. The method for designing this website-based system uses the waterfall method with UML design tools. The results of this study are in the form of an information system for membership and treatment of coilflow.id which can make it easier for coilflow.id, membership in promoting and selling treatment products and services.

Keywords: **Online Membership Information System And Coilflow.id Treatment, CodeIgniter, MySQL, Systems Development Life Cycle**

ABSTRAK

Judul Skripsi : **Rancang Bangun Sistem Informasi Business Franchise
Treatment dan Membership Coilflow Berbasis Web**

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Coilflow merupakan merek umkm yang bergerak pada bidang produk serum rambut. *Coilflow.id* juga memiliki kandungan Vitamin dan bunga yang memiliki manfaat. *Coilflow.id* aman digunakan karena terbuat dari bahan baku alami yang tidak menimbulkan efek samping. *Coilflow.id* juga memiliki *Membership* dan *Jasa Treatment* sebagai pelaku bisnis dan pengguna. Penelitian ini bertujuan untuk merancang sebuah sistem informasi *membership* dan *treatment* berbasis *web* guna membantu pihak *coilflow.id* mengoperasikan usahanya dalam mengembangkan penjualan produk dan jasa *treatment*. Permasalahan pada sistem manual yang digunakan pihak *coilflow.id* yaitu pendaftaran seorang *membership* yang belum efisien, pihak *coilflow.id* menyimpan data menggunakan pencatatan dengan kertas hal tersebut mengakibatkan penyimpanan data para member rentan rusak dan hilang. Pihak *coilflow.id* akan menghubungi member untuk pengambilan produk berdasarkan paket yang diambil dan member bisa melakukan aktivitas dalam menjual, mempromosikan barang dan jasa *treatment* khusus *creambath*. Member terbatas dalam mempromosikan karena tidak memiliki brosur tentang produk dan jasa. Pemesanan jasa *Treatment* pada *coilflow.id* ini terdapat 2 cara yaitu pelayanan kerumah dan pelayanan ditoko dengan melakukan pemesanan melalui *chatting* dan membuat pelanggan menunggu dalam memperoleh informasi untuk pemilihan jasa *treatment* ini. Dalam penelitian ini, penulis membangun sebuah sistem yang memudahkan *membership* dalam mendapatkan informasi, mempromosikan dan penjualan member sesuai dengan unsur *marketing* 4P (*Product, Price, Place, Promotion*) serta membantu pihak *coilflow.id* dalam penyimpanan laporan yang lebih aman dan akurat. Metode dalam merancang sistem berbasis *website* ini menggunakan metode *waterfall* dengan alat bantu perancangan UML. Hasil dari penelitian ini berupa sistem informasi *membership* dan *treatment coilflow.id* yang dapat mempermudah pihak *coilflow.id*, *membership* dalam melakukan promosi dan penjualan produk dan jasa *treatment*.

Kata Kunci: **Sistem Informasi Membership dan Treatment Coilflow.id, CodeIgniter, MySQL, Systems Development Life Cycle**