

ABSTRACT

This research is entitled "Development of PT. Fitrah Insani Aqiqah Service Applications" which aims to design and develop a web-based application to make it easier for customers to order aqiqah services. This application is designed to increase operational efficiency of PT. Fitrah Insani serves customers' aqiqah needs by providing features such as online ordering, selecting aqiqah packages, digital payments, and tracking order status. The development methodology used is the Waterfall method, which involves sequential stages starting from requirements analysis, system design, implementation, testing, to maintenance. The results of this research show that the application developed has succeeded in increasing the convenience of customers in placing orders and also increasing the company's operational efficiency. Testing of this application was carried out using functional and user testing methods, which showed a high level of user satisfaction with the application.

Keywords: aqiqah, online booking, waterfall