# ABSTRACT

## DESIGN AND DEVELOPMENT OF COMPANY PROFILE AND APPOINTMENT WEBSITE USING RAPID APPLICATION DEVELOPMENT METHOD
### (Case Study: Dwi Imbang Lestari Dentist Practice)

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Dwi Imbang Lestari Dental Practice is an independent dental clinic that has been operating for 10 years, offering services such as tooth extraction, filling, and denture creation. Despite its popularity, as reflected in Google Maps ratings, the clinic lacks accessible information about its profile and services. Additionally, the absence of a reservation system requires patients to visit directly without knowing the queue availability. Digital information access and reservation systems are crucial for enhancing patient convenience and improving operational efficiency. While many similar practices have adopted technology to enhance user experience, this clinic has yet to do so, creating a gap that needs to be addressed. This research develops a company profile website using the Rapid Application Development (RAD) method. The website provides comprehensive information about the clinic's profile and services, along with an appointment feature enabling patients to book consultations online. RAD was chosen for its quick and flexible iterative development approach. The resulting website simplifies access to information and appointment scheduling, reducing patient wait times. Testing using the black-box method showed 100% validity for all implemented functions, while testing with the User Acceptance Testing (UAT) method achieved an acceptance rate of 92.3%, indicating that the solution was well-received by users and met their needs.

**Keywords: Dentist Practice, Company Profile, Appointment, Rapid Application Development**