

ABSTRACT

Surya Indah Wedding organizer Salon in Rawalo Village, Banyumas, faces operational challenges due to a manual ledger-based booking system, resulting in inefficiencies and errors. This study aims to design and implement a web-based booking management application to enhance operational efficiency and data accuracy. Employing the Agile methodology, the application was developed iteratively using the Laravel framework, PHP programming language, and MySQL database. Key features include automated transaction recording, real-time order tracking, and integrated inventory notifications to prevent item shortages. The application supports a user hierarchy of Superadmin, Admin, and Staff, with tailored functionalities such as order management, customer and vendor data handling, inventory checks, and financial reporting. Black Box Testing across 52 test cases achieved a 100% success rate, while User Acceptance Testing yielded a 90% satisfaction score, confirming the application's effectiveness. Deployed on Rumahweb shared hosting and accessible at salonsuryaindah.my.id, the application significantly accelerates order revisions, reduces administrative errors, and supports data-driven decision-making. This research contributes to the digital transformation of MSMEs in the rural wedding service sector.

Keywords: *Booking Management Application, Website, Wedding organizer, Agile Methodology, Digital Transformation*