

## **ABSTRAK**

### **PENERAPAN METODE LOCATION BASED SERVICE (LBS) PADA PERANCANGAN WEBSITE SUKUR NETWORK INDONESIA (STUDI KASUS : CV. SUKUR NETWORK INDONESIA)**

**Oleh:**

**MUHAMMAD ALVADI**

e-mail: muhammadalvadi01@gmail.com

Perkembangan teknologi berperan penting dalam kehidupan sehari-hari, memfasilitasi interaksi, inovasi dan transformasi di berbagai sektor. Kebutuhan akan informasi yang cepat dan akurat semakin penting, terutama pada layanan informasi seperti website. Dengan memanfaatkan website perusahaan, CV. Sukur Network Indonesia menggunakan website sebagai platform untuk memberikan informasi lengkap mengenai layanan, produk dan portofolio perusahaan serta membantu calon konsumen perusahaan Sukur Network Indonesia mengetahui lebih jauh apa saja yang ditawarkan perusahaan, dan juga memudahkan karyawan dalam melakukan aktivitasnya. Dalam konteks ini, penerapan metode Location Based Service (LBS) dalam perancangan website Sukur Network Indonesia menjadi solusi efektif untuk memudahkan karyawan dalam mencari lokasi tiang dan titik pelanggan terdekat. Location Based Service (LBS) memberikan rekomendasi rute tercepat dan terdekat, mengurangi waktu perjalanan dan memaksimalkan efisiensi layanan. Namun keterbatasan data geografis dan informasi yang tidak selalu akurat dapat mempengaruhi keakuratan pencarian.

**Kata kunci:** Location Based Service, Rapid Application Development, Website, Perusahaan.

## **ABSTRACT**

### **APPLICATION OF THE LOCATION-BASED SERVICE (LBS) METHOD AT SUKUR NETWORK INDONESIA WEBSITE DESIGN (CASE STUDY: CV. SUKUR NETWORK INDONESIA)**

**By:**

**MUHAMMAD ALVADI**

e-mail: muhammadalvadi01@gmail.com

Technological developments play an important role in everyday life, facilitating interaction, innovation, and transformation in various sectors. Needing fast and accurate information is increasingly important, especially on services information such as websites. By utilizing the company website and CV. Sukur Network Indonesia uses its website as a platform to provide complete information regarding services, products, and company portfolios as well as help consumer candidates of the Sukur Network Indonesia company know more about everything that the company offers and also make it easier for employees to do his activities. In this context, the application of the Location Based Service (LBS) method in designing the Sukur Network Indonesia website is an effective solution for making it easier for employees to find the location of pole coordinates and customer points. Location Based Services (LBS) provides the fastest and nearest route recommendations, reducing travel time and maximizing service efficiency. However, geographic data is limited and information is not always accurate affecting search accuracy.

**Keywords:** Location Based Service, Rapid Application Development, Website, Company.