

ABSTRAK

Era digital yang terus berkembang, permintaan akan jasa fotografi semakin meningkat. Untuk memenuhi kebutuhan, banyak individu dan organisasi mencari jasa foto untuk berbagai keperluan, baik itu pemotretan pribadi, acara pernikahan, dan paket pemotretan lainnya. Proses pemesanan di studio foto sering mengalami kendala, kesulitan mencari studio yang sesuai, menentukan harga dan paket, serta proses pemesanan yang lambat. Melalui digitalisasi marketplace pemesanan jasa foto berbasis *web* sebagai solusi, pelanggan dapat dengan mudah mencari studio foto, melihat portofolio untuk menampilkan karya studio foto dapat membantu calon klien memilih sesuai kebutuhan dan preferensi sebelum melakukan pemesanan, dan membandingkan harga serta paket yang ditawarkan.

Membangun digitalisasi *marketplace* pemesanan jasa foto berbasis *web* dengan pengumpulan data wawancara, observasi, dokumentasi, dan tinjauan pustaka, menggunakan tahapan metode *Extreme Programming (XP)* dalam pengembangan platform. Tahapan *Extreme Programming (XP)* berupa perencanaan, perancangan, pengkodean, pengujian, yang diterapkan, serta dukungan dari *tools* seperti *Visual Studio Code* untuk pengkodean, *Canva* untuk desain *input-output* dan penggunaan bahasa pemrograman *PHP*.

Hasil digitalisasi *marketplace* pemesanan jasa foto berbasis *web* untuk memenuhi kebutuhan yang berkembang di pasar fotografi dengan memfasilitasi proses pemesanan foto secara *online* dalam jangkauan lokal dan dapat membantu studio foto (mitra) dalam pengembangan bisnis dan meningkatkan kualitas pelayanan dan kepuasan pelanggan.

Kata Kunci: digitalisasi, marketplace, jasa foto.

ABSTRACT

In the continually evolving digital era, the demand for photography services is on the rise. To meet this demand, many individuals and organizations seek photography services for various purposes, ranging from personal photoshoots to wedding events and other packages. The booking process at photography studios often encounters obstacles, such as difficulty in finding suitable studios, determining prices and packages, and slow booking processes.

To address these challenges, digitalizing a web-based marketplace for booking photography services serves as a solution. Through this platform, customers can easily search for photography studios, view portfolios showcasing studio works to help potential clients choose according to their needs and preferences before making a booking, and compare prices and packages offered. Building a digitalized web-based marketplace for booking photography services involves gathering data through interviews, observations, documentation, and literature review, employing the Extreme Programming (XP) method in platform development. The Extreme Programming (XP) stages include planning, designing, coding, testing, and implementation, supported by tools such as Visual Studio Code for coding and Canva for designing input-output. The programming language PHP is utilized.

The outcome of digitalizing the marketplace for booking photography services caters to the growing needs in the photography market by facilitating the online photo booking process within the local reach. Additionally, it aids photography studios (partners) in business development and enhances service quality and customer satisfaction.

Keywords: digitalization, marketplace, photo services.