

ABSTRACT

A company profile website is now one of the most effective tools for building a business's digital identity, including in creative industries such as video editing. Humanoire Studio is a creative studio that provides music video production services for musicians as a release medium. This research was conducted to address Humanoire Studio's need to enhance credibility, provide professional information media, and reduce dependence on third-party platforms such as Fiverr, which charges fees of up to 20%. This website is designed to display studio information, services offered, portfolio, blog articles, and contact forms, with a modern and accessible design. System development was carried out systematically using the Waterfall method, starting from needs analysis to the testing phase. System testing was conducted through two approaches: Blackbox Testing and User Acceptance Testing (UAT). The results of Blackbox Testing showed that all features functioned as intended. Meanwhile, UAT testing was conducted involving 38 respondents who evaluated the system based on three main aspects: interface design, ease of use, and system efficiency. Based on the UAT results, an average user acceptance rate of 88.3% was obtained, falling into the 'Strongly Agree' category, indicating that the website has successfully met user expectations in terms of functionality and ease of use. This website serves as an alternative digital solution that Humanoire Studio can use to present their identity more professionally to the public. Although it has not yet fully replaced the role of third-party platforms, the presence of this website marks a strong first step toward the studio's digital independence in the future.

Keywords: *Company Profile, Website, Waterfall, User Acceptance Testing (UAT)*