

ABSTRACT

The rapid growth of the beauty industry and increasing public awareness of appearance require beauty clinics to provide fast and structured access to information and services. Citra Estetika Clinic does not yet have an online information system capable of displaying products, services, and other relevant information comprehensively. In addition, the marketing and sales processes still rely on social media without the support of an integrated system. As a result, potential customers face difficulties in recognizing the clinic through digital marketing channels and have limited access to service information. This study aims to design and develop a web-based information system using the Extreme Programming method and apply the FIFO algorithm for product management. The system was developed using the Laravel framework and tested using Blackbox Testing and the System Usability Scale (SUS). The test results showed that 554 out of 555 test scenarios were successful, achieving a success rate of 99.82%, indicating that the system functions as expected. The SUS test involving 30 respondents yielded a score of 79.06 in the “Good” category, showing that the system is easy to use and well accepted by users. Based on these results, the system is feasible to implement to help users access product and service information and support online marketing and sales processes.

Keywords: Beauty Industry, Extreme Programming, FIFO Algorithm, Laravel, Web-Based Information System