

ABSTRACT

This study focuses on the development of a web-based application called D&G, aimed at expanding the reach of promotion and accelerating the service process for CV Dream and Grow, a company engaged in event organizer services. The main issue faced by the company is the limited promotional reach and the conventional service management system. This application is designed with several key features, including service input and custom event submission, customer reviews, automated payment through Midtrans, and a real-time text-based chat feature to facilitate communication between customers and staff.

The system is developed using the Agile Software Development methodology, utilizing Laravel as the backend framework, MySQL for the database, and Midtrans for digital payment integration. Testing conducted with 30 respondents showed that 82.6% of users agreed that the application helped simplify the management of digital services, including the processes of ordering, communication, and payment. In conclusion, the D&G application meets the needs for wider promotional coverage, faster service flows, and easier business processes at CV Dream and Grow.

Keywords: Event Organizer, Web, Laravel, Midtrans, Agile, Digital Promotion