Applied Business and Administration Journal (ABAJ)
Vol. 3, No.03, September 2024, pp.58-66
ISSN: 2828-0040

DigiDreams Digital Portfolio Development: Case Study of Creating a Web System for Restaurant Profiles and Traditional Food Menus Nusa Rasa

Tina Anjarwati[1], Hilda Fredela Gasendra[2]

[1,2]Muhammadiyah University of Surakarta

Article Info

Article history:

Received 07 23, 2024
Revised 09 30, 2024
Accepted 09 30, 2024

Keywords:

Digital portfolio
Web system
Company profile
Food menu
DigiDreams
Nusa Rasa

ABSTRACT

This internship report discusses the development of a digital portfolio conducted at DigiDreams with a case study of web system development for company profiles and traditional food menus at Nusa Rasa restaurant. The main objective of this internship is to assist in creating a portfolio of work that includes complete information about the restaurant profile and the traditional food menus offered. The process of developing this web system involves several stages, starting from needs analysis, design, implementation, to evaluation. Through a web-based information system development approach, the resulting portfolio is expected to increase DigiDreams' visibility as a provider of web, application, and other digital solution creation services. The results of this project show that the integration of web technology in presenting company profiles and food menus can improve restaurant operational efficiency and customer satisfaction. This internship provides practical experience in information system development and web design, as well as an in-depth understanding of the importance of digitalization in the traditional culinary industry. Thus, this report not only documents the process and results of the internship, but also provides insight into the application of information technology in supporting the sustainability of traditional restaurant businesses in the digital era.

Corresponding Author:
Tina Anjarwati
l200210018@student.ums.ac.id

Hilda Fredela Gasendra
l200210033@student.ums.ac.id

INTRODUCTION

In today's digital era, the development of information technology has brought significant changes in various aspects of life, including the culinary industry. Traditional restaurants that have long been synonymous with direct serving and classic nuances, are now faced with the demands to adapt to technological advances in order to meet the needs and customer expectations thatincreasingly diverse and dynamic. Nusa Rasa is one of the restaurants committed to preserving the richness of Nusantara cuisine. However, like many other traditional restaurants, Nusa Rasa faces challenges in reaching a wider customer base and providing more efficient and modern services. Today's customers are not only looking for

Applied Business and Administration Journal (ABAJ)
Vol. 3, No.03, September 2024, pp.58-66
ISSN: 2828-0040

delicious and unique food, but also easy access to information about the menu offered.

The development of web technology provides opportunities for restaurants to increase their visibility and accessibility. Previous studies have shown that the use of web technology can improve customer experience by providing easy access to information on menus and services offered by restaurants. For example, Nugroho and Riyanto (2019) stated that "digitalization plays an important role in increasing the operational efficiency of traditional restaurants in Indonesia" (p. 160). In addition, Wibowo and Kurniawan (2020) found that "the implementation of a web-based information system can facilitate menu and reservation management, which in turn increases customer satisfaction" (p. 50).

In this internship program provides an opportunity to hone skills and understand in depth the dynamics of daily work and adapt to the needs of the ever-changing job market. In this context, the internship offered by DigiDreams offers a unique opportunity to develop a digital portfolio with a focus on web system development. The case study chosen for this internship is the development of a company profile and a traditional food menu of Nusa Rasa through a digital platform. This project not only aims to increase Nusa Rasa's online visibility, but also to provide practical experience in designing, developing, and managing information technology solutions relevant to the culinary industry.

Previous studies have shown that digitalization plays a crucial role in improving operational efficiency and expanding information accessibility for customers in the traditional restaurant industry (Nugroho & Riyanto, 2019; Wibowo & Kurniawan, 2020). The use of information technology, such as web-based information systems, has been shown to help traditional restaurants optimize their operations, improve customer service, and achieve sustainability in an increasingly competitive market. By interning at DigiDreams, we can leverage this experience to not only learn about web technology but also to understand effective digital marketing strategies in increasing a business' presence and reputation in the digital realm.

This internship provides us with the opportunity to develop skills in engaging web design, responsive user interface development, and efficient digital content management. The integration of information technology in the culinary industry is not just about creating a website, but also about creating an engaging digital experience for customers, making it easy for them to access information about the menu and services offered quickly and efficiently. Through the development of this digital portfolio, it is hoped that this internship can have a positive impact on the company by increasing its innovation, operational efficiency, and competitiveness in this ever-growing industry. The practical experience gained will also equip them with relevant and valuable skills for their future careers, preparing them for the challenges and opportunities of an increasingly complex digital era.

METHODS

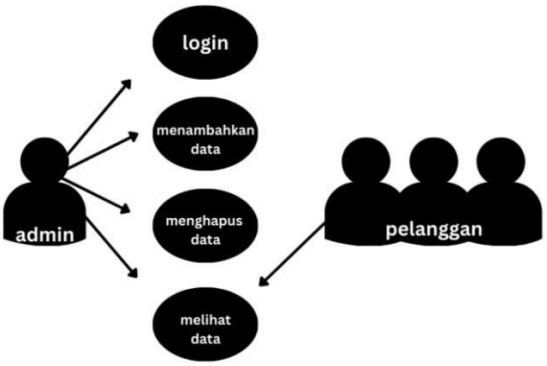
In today's digital era, it is important for food businesses like Nusa Rasa to utilize information technology, especially in the form of web systems, to increase visibility and operational efficiency. An effective web system can help expand market reach, improve customer experience, and provide more efficient services in terms of ordering and menu information.

This research will adopt an information system development approach using the waterfall model. This model was chosen because of its sequential linear structure, starting from needs analysis to evaluation, minimizing risk and allowing for more precise planning. Each stage will be explained in detail to ensure that the developed web system can meet user needs and expectations well.

Applied Business and Administration Journal (ABAJ)
Vol. 3, No.03, September 2024, pp.58-66
ISSN: 2828-0040

Table 1 Stages of System Creation

Stage	Activity	Description
Needs Analysis	Interviews and Surveys	Identifying needs and conducting customer surveys
	Literary Analysis	Analyzing practicesbest in restaurant information system development
System Planning	Process Flow Diagram	Creating a flowchart Formapping the workflow
	User Interface (UI) Design	Designing a responsive and user-friendly UI
	Database Structure Development	Design a database to store menu information, profiles, and related data.
Implementation	Technology Selection	Have appropriate technologies such as HTML, CSS, JavaScript, PHP, MySQL
	Coding and Unit Testing	Develop and ensure reliability and consistency
Evaluation	Functionality Test	Testing the system to ensure reliability and consistency
	Feedback Collection	Collect and analyze user feedback for improvement



Use Case Diagram

Applied Business and Administration Journal (ABAJ)
Vol. 3, No.03, September 2024, pp.58-66
ISSN: 2828-0040

Table 2 activities

Role	Activity	Description
Admin	Login	Admin login into the system
	Adding Data	Admin adds new product into the system
	Delete Data	Admin deletes product from system
	View Data	Admin view system data
Customer	View Data	Customers without an account can only view the menu.

By following this procedure, it is expected that the development of a web system for Nusa Rasa can be successful in improving customer service and optimizing overall restaurant operations. The waterfall method was chosen to ensure that each stage of system development runs well and in accordance with the previously established plan.

RESULTS AND DISCUSSION

A. Login and Registration

- Login

  Existing users can directly enter the system using the login feature. This allows them to access more complete features, such as adding products.

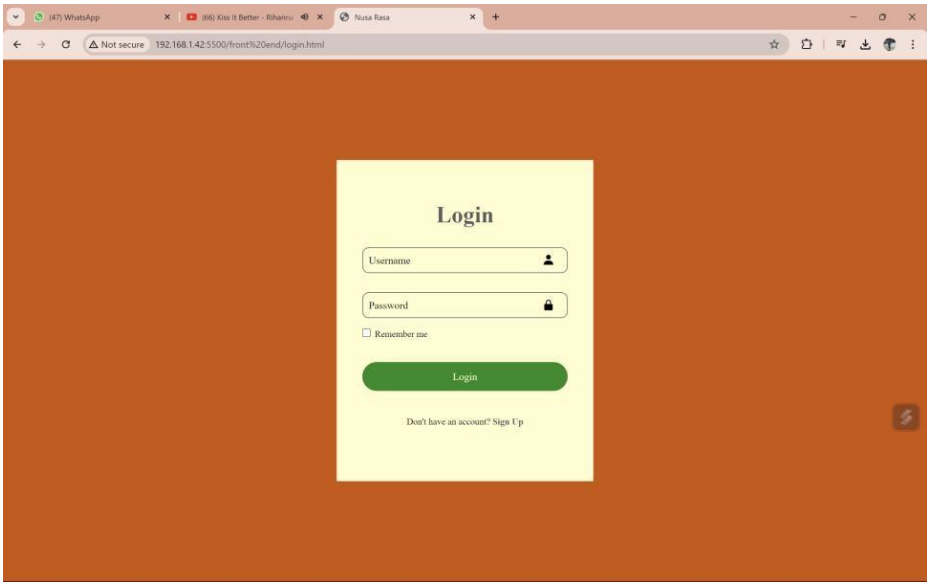


Figure 1: login

Applied Business and Administration Journal (ABAJ)
Vol. 3, No.03, September 2024, pp.58-66
ISSN: 2828-0040

➢ Registration

To add admins can create an account first, a registration feature is provided. This is important to expand the user base and provide full access to website features.

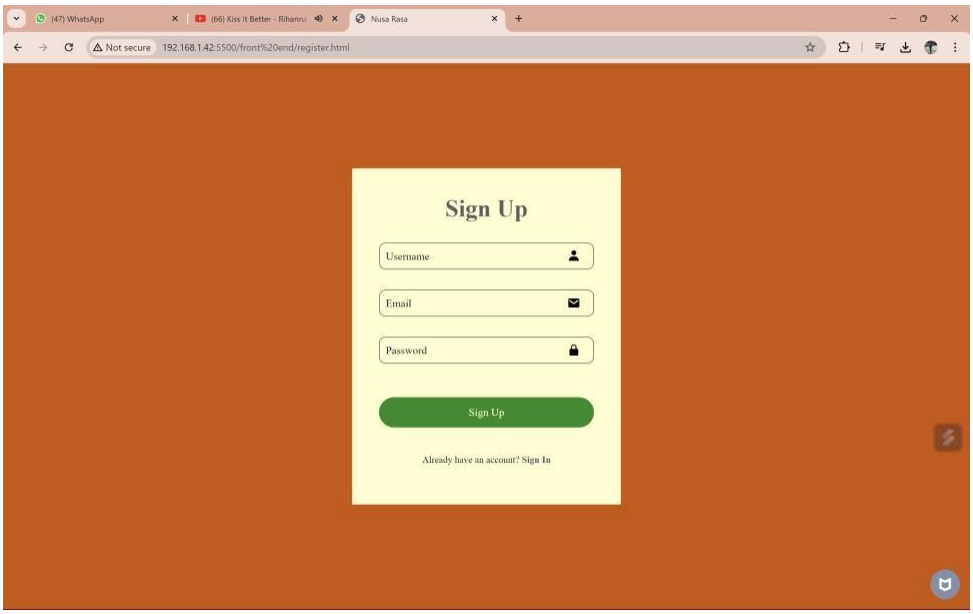


Figure 2: Registration

B. Main Navigation

➢ Home

The main page may contain an introduction or highlights of featured products.

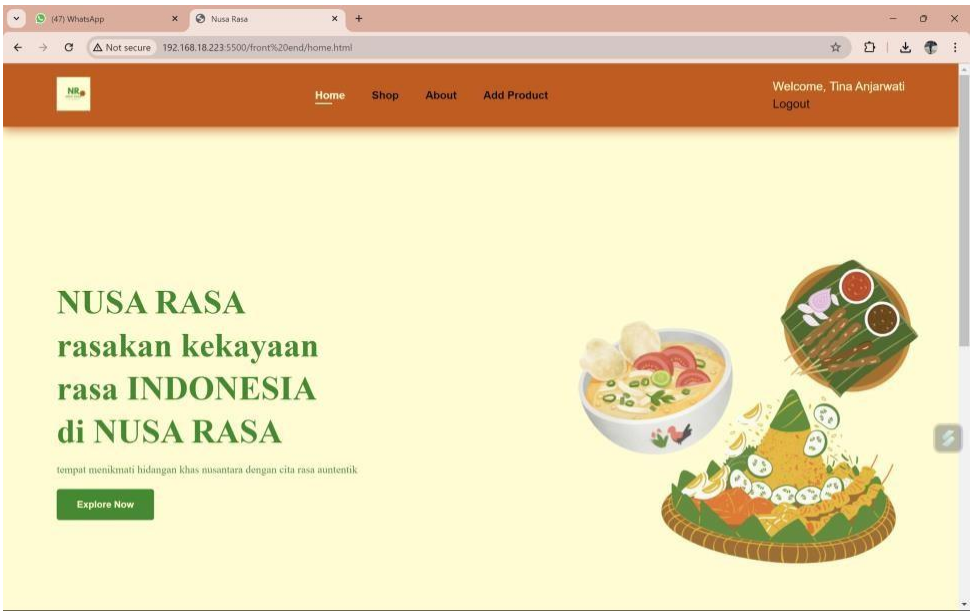


Figure 3 : Home

Applied Business and Administration Journal (ABAJ)
Vol. 3, No.03, September 2024, pp.58-66
ISSN: 2828-0040

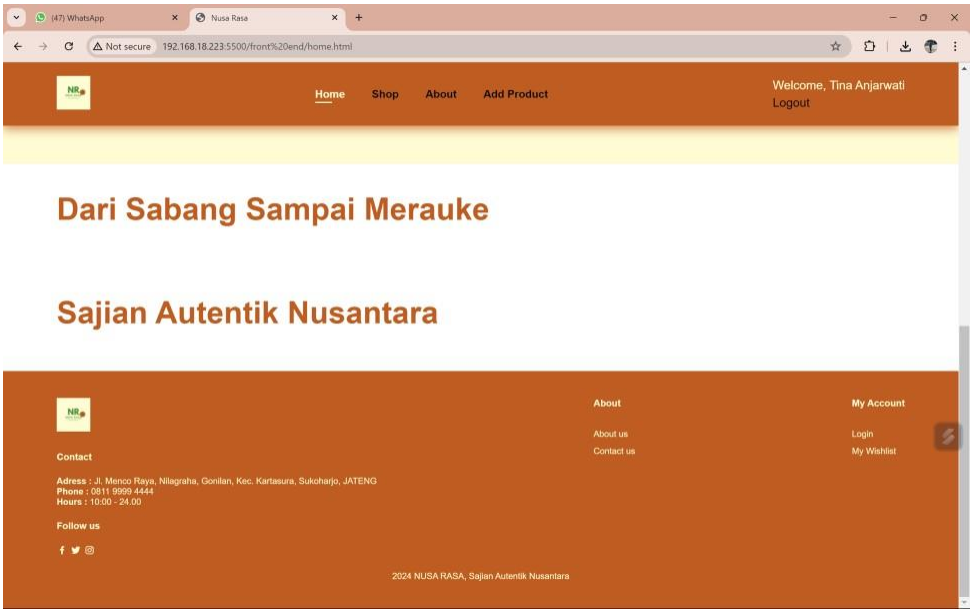


Figure 4 : Home

➢ Shop

This section is divided into two main categories, namely food and drinks.

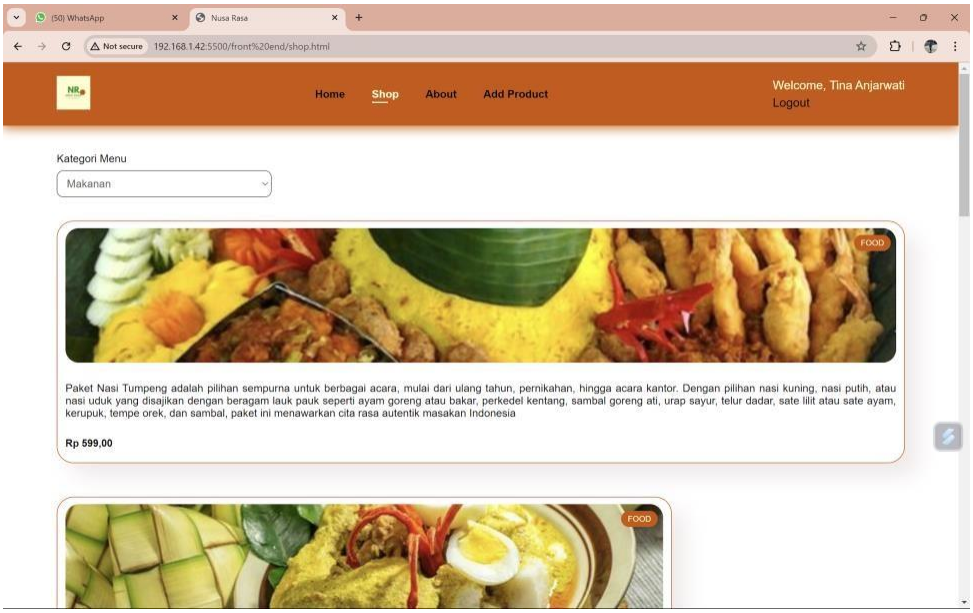


Figure 5: food menu

Applied Business and Administration Journal (ABAJ)
Vol. 3, No.03, September 2024, pp.58-66
ISSN: 2828-0040

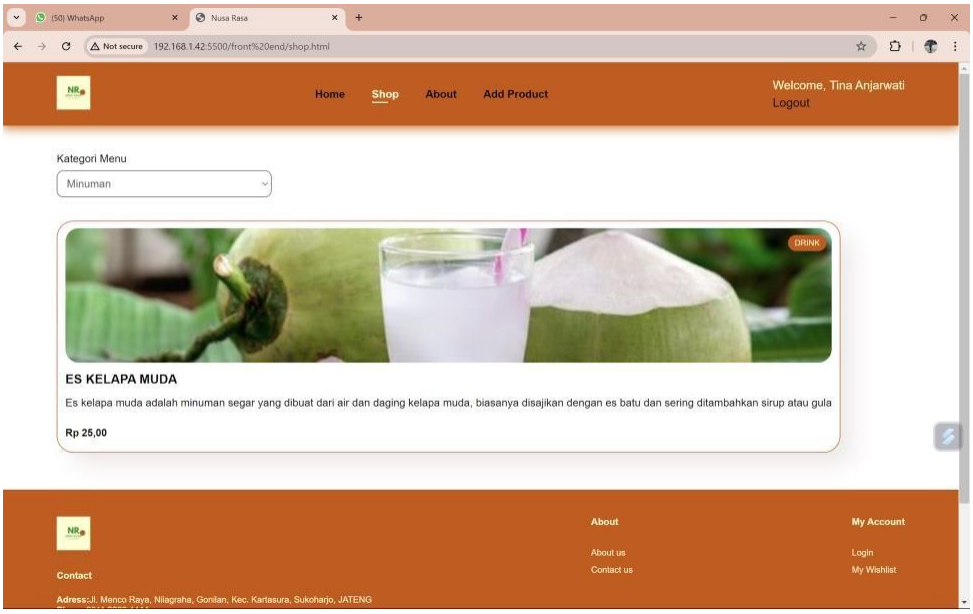


Figure 6: drinks menu

- About

Pages that may contain information about Nusa Rasa, history, vision, mission, or other things relevant to the company.

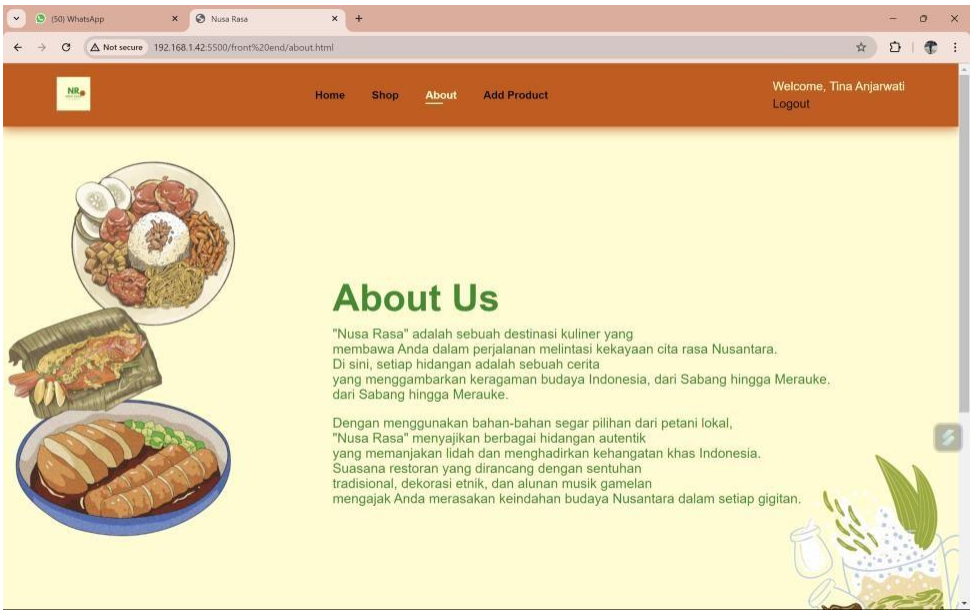


Figure 7 : about

C. Additional Product Features (Add Product)

This feature is only available to logged in users. It allows specific users, perhaps those with admin or store owner roles, to add products to the system.

Applied Business and Administration Journal (ABAJ)
Vol. 3, No.03, September 2024, pp.58-66
ISSN: 2828-0040

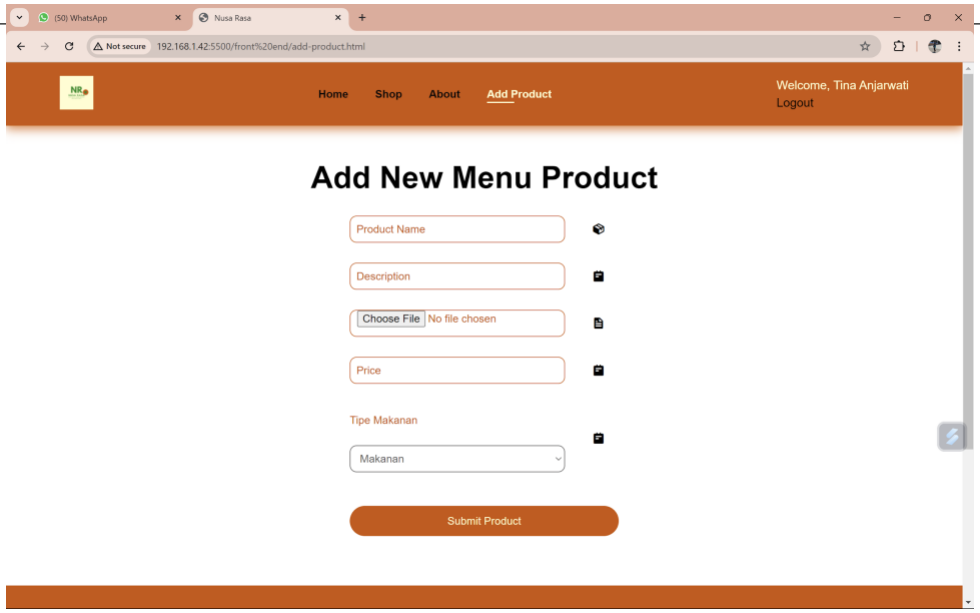


Figure 8: add product

D. Access For Customers

For customers they can only see the available menu. This gives all visitors the opportunity to see the products offered without having to have an account.

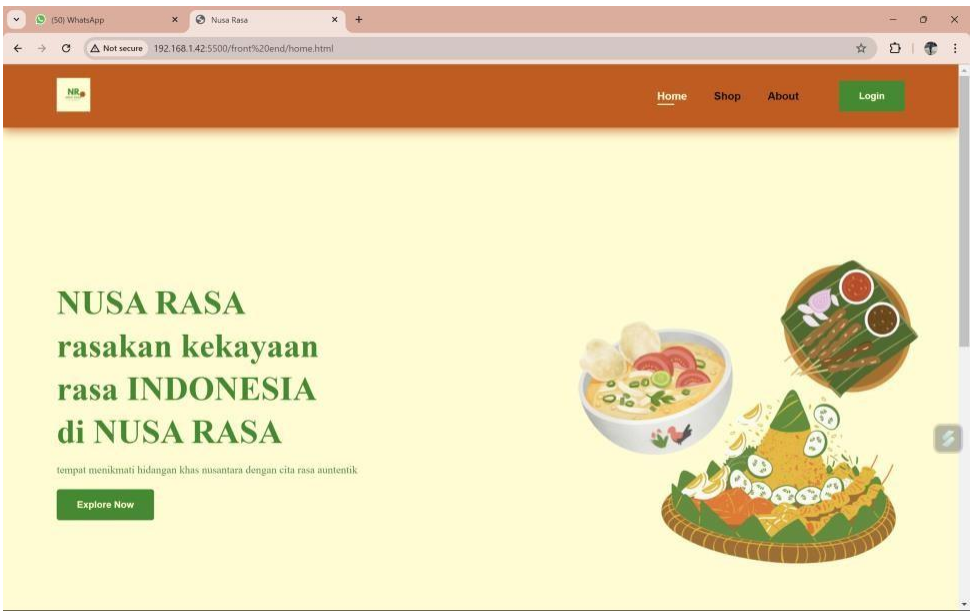


Figure 9: access for customers

Applied Business and Administration Journal (ABAJ)
Vol. 3, No.03, September 2024, pp.58-66
ISSN: 2828-0040

CONCLUSION

Through an internship at DigiDreams, we successfully developed a company profile web system and a traditional Nusantara food menu for Nusa Rasa restaurant. This project not only aims to increase Nusa Rasa's online visibility but also to provide practical experience in designing, developing, and managing information technology solutions relevant to the culinary industry. This internship experience also provided a deep understanding of the importance of digital marketing in increasing a business' presence and reputation in the digital realm. We learned to develop attractive web designs, responsive user interfaces, and efficient digital content management.

Thus, it is expected that more traditional restaurants can survive and thrive amidst the rapid development of information technology and still preserve the richness of Nusantara cuisine. The practical experience gained from this internship has equipped us with valuable skills to prepare for the challenges of the increasingly complex digital era.

CLOSING

With the completion of this report, I hope to provide a clear picture of the experience and results of the internship that I have undergone at DigiDreams. This internship experience has provided valuable insights into web system development and digital marketing in the context of the culinary industry, as well as strengthening practical skills that are relevant to the world of work.

Hopefully this report can be useful for interested parties and become a useful reference for similar projects in the future. I realize that this report is still far from perfect, so I really hope for constructive criticism and suggestions for future improvements.

REFERENCES

Nugroho, A., & Riyanto, S. (2019). The influence of digitalization on increasing operational efficiency of traditional restaurants in Indonesia. Journal of Management and Entrepreneurship, 21 (2), 157-165. https://doi.org/10.9744/jmk.21.2.157-165

Wibowo, A., & Kurniawan, D. (2020). Implementation of web-based information systems for traditional restaurants: Case study in Yogyakarta. Journal of Information and Communication Technology, 8 (1), 45-56. https://doi.org/10.33558/jtik.v8i1.167