

CHAPTER I PRELIMINARY

I.1 Background

Starting from the author's interviews with seven people who work as photographers and videographers in Bandung City, where they have the same problem, namely marketing their services and works. Those who work independently or freelance find it challenging to market their work and services because they only rely on social media such as Instagram, Line, and Twitter. Their marketing through social media has not been effective because their services and work are known only to their followers on their social media. However, photographers and videographers who work in photo studios must compete with fellow photographers and videographers so that their services and work can be displayed in the photo studio or marketed through social media and the photo studio's website.

Previously, there was a startup in Bandung that tried to market photography and videography services. However, this has not solved the marketing problems experienced by photographers and videographers in Bandung because marketing at startup is always focused on photo studio collaboration, which only markets the photo studio's flagship work. From these problems, finally, the author and the team conducted research, namely by sharing Google Forms with twenty-two selected people in Bandung who are involved in the world of photography and videography regardless of age, as well as their status as permanent workers in a place or freelance to find out if the writer and team develop a web-based application called Roll whether it can help or not. It is hoped that this web-based Roll application can help photographers who have problems in marketing their services and work.

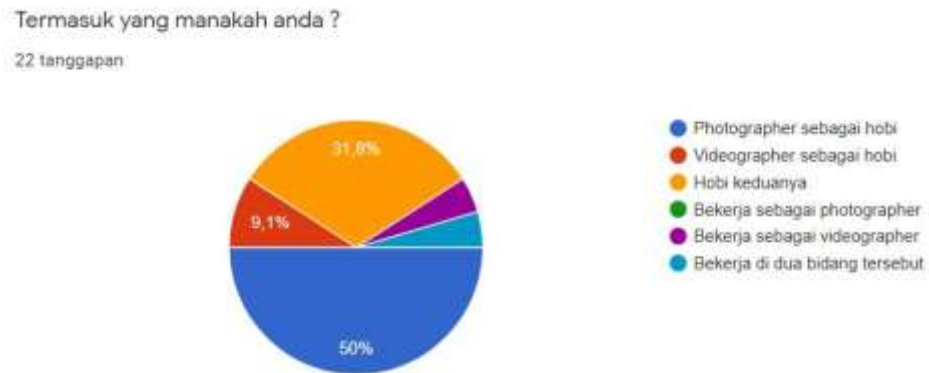


Figure I. 1 Target Work in the Field of Photography and Videography

Of the twenty-two targets selected, 50% or one were photographers as hobbies, then 31.8% or seven photographers and videographers as hobbies, 9.1% or two were videographers as hobbies. The remaining person works as a videographer, and one person works as a photographer and videographer.

Then the second data obtained from the results of interviews using a google form to the twenty-two targets are as follows.

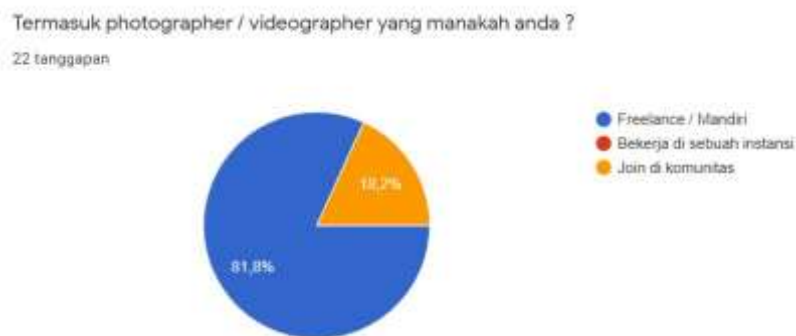


Figure I. 2 Employment Status

From the second diagram above, 81.8% or eighteen people are freelancers or independent workers in the field of photography and videography, then 18.2% or four people join the photography and videography community in Bandung.

To find out that this application can help photographers and videographers, the authors will provide the following data.

Jika ada sebuah aplikasi yang dimana menyediakan tempat untuk memasarkan jasa dan menyimpan serta menampilkan hasil karya anda, apakah anda tertarik untuk menggunakan aplikasi tersebut ?
22 tanggapan

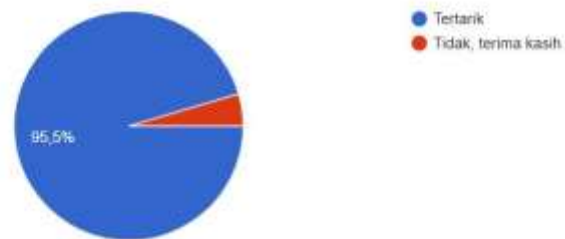


Figure I. 3 Target's Interest in the Application to be Made

Of the twenty-two targets, 95.5% or twenty one chose to be interested if there is an application which provides a place to market services and stores and displays your work, and 4.5% or one person is not interested in the application. The latest data is to ensure that the targets are interested in the application that will be made, then we can see the information as follows.

Menurut anda, apakah aplikasi tersebut dapat membantu ?
22 tanggapan

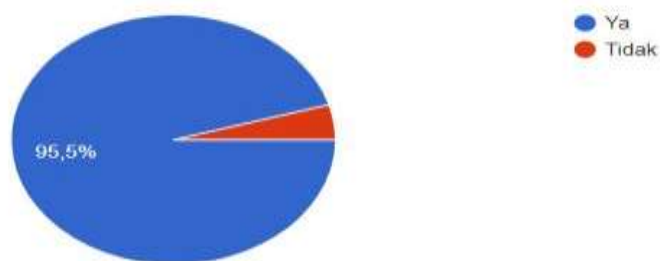


Figure I. 4 Target Opinion Regarding the Application to be Made

Of the twenty-two people, 95.5% or twenty-one people think that having web-based applications as a marketplace for their services can help, and 4.5% or one person thinks it's not helpful.

From the data obtained, the authors and the team in this study will create a web-based application called "Roll", the authors and the team hope to solve the problem of marketing services and the work of photographers in the city of Bandung.

I.2 Problem statement

Based on the problems regarding photographer services that have been discussed above, some of the questions that the author wants to solve in website development are as follows :

- 1) How does the Roll web-based application help photographers in solving problems that occur?
- 2) How to design data for menu partners and profile in web-based Roll application?
- 3) How to find out if the partners menu and profile are working properly and according to the user's needs?

I.3 Research objective

The purpose of writing in this study are:

- 1) Assist photographers in marketing their services in the form of the platform in the form of a web-based application platform
- 2) Design data for menu partners and profile for web-based Roll applications.
- 3) To find out the features developed by the author, namely the partners menu and profile, can run well and find out user needs through the features developed by the author.

I.4 Research Limit

The author uses problem boundaries to avoid widening the subject of research and the discussion is more focused on the core of the discussion. Some of the problem limitations in this study are as follows.

- 1) This web-based Roll application is intended for photographers in the city of Bandung.
- 2) Roll application marketplace coverage is aimed at Bandung City.
- 3) Focusing on design data for menu partners on customer account and profile on customer, partner and admin account for Roll web-based applications.
- 5) Focusing on partners who work as photographers.
- 6) Focus on testing features based on testing used during development.

I.5 Research benefits

The benefits based on background, problem statements and research objectives are as follows.

I.5.1 Photographer

The benefits taken from the photographer are as follows.

- 1) Get a new marketplace platform in marketing and selling their services.
- 2) Expanding their marketing network beyond their existing workplace or platform.

I.5.2 Further Research

Research about the development of web-based Roll applications can be used as material for further research for students who want to develop a web-based application for photographers.

I.6 Reporting Systematics

The systematics in writing this thesis is organized as follows.

CHAPTER I PRELIMINARY

This chapter contains the background, problem statement, research objective, research limit, research benefits, and reporting systematics.

CHAPTER II LITERATURE REVIEW

This chapter contains theories that are relevant to the research title, which includes Back End theory, PHP, Iterative and Incremental Model, Laravel, Visual Studio Code and WampServer, which will also be used in the research methodology. Then contains a collection of previous studies related to the research conducted by the author.

CHAPTER III RESEARCH METHODOLOGY

This chapter contains the stages of problem solving which include Scrum method as method to solve the problem, data collection which include literature study and interview, data analysis or development process of product/artefact, evaluation method which include evaluation procedure, and justification of methods.

CHAPTER IV

This chapter discusses business model analysis, analysis of engineering plans, business process design, system analysis, system design, design which contains interface design, and iterative and incremental stages.

CHAPTER V

This chapter discusses the implementation and testing of web-based Roll applications to users.

CHAPTER VI CONCLUSION AND SUGGESTION

This chapter discusses the conclusions while working on developing a web-based Roll application as a partners menu and profiles and suggestions for the application.