

DAFTAR ISI

Kata Pengantar	i
Abstrak	ii
<i>Abstract</i>	iii
Lembar Pengesahan	iv
Lembar Pernyataan Orisinalitas	v
Daftar Isi.....	vi
Daftar Gambar.....	ix
Daftar Tabel	xii
Daftar Lampiran.....	xv
Daftar Istilah.....	xvi
Bab I Pendahuluan	1
I.1 Latar Belakang	1
I.2 Perumusan Masalah.....	4
I.3 Tujuan Penelitian.....	4
I.4 Batasan Penelitian	4
I.5 Manfaat Penelitian.....	5
Bab II Tinjauan Pustaka	6
II.1 Pemasaran.....	6
II.2 E-Commerce.....	6
II.3 Properti	9
II.4 UML (Unified Modelling Language).....	10
II.5 <i>Website</i>	15
II.6 Prototyping	17
II.7 WordPress	19
II.7.1 CMS WordPress.....	20

II.8	User Interface	21
II.9	User Experience	22
II.10	Figma	22
II.11	User Persona	23
II.12	Black Box Testing	24
II.13	Usability Testing.....	24
II.14	XAMPP.....	28
II.15	MySQL	28
II.16	Penelitian Terdahulu	29
II.16.1	Perbandingan Metode.....	18
Bab III	Metodologi Penelitian.....	19
III.1	Model Konseptual	19
III.2	Sistematika Penyelesaian Masalah.....	20
III.3	Pengumpulan Data	22
III.4	Pengolahan Data.....	23
III.4.1	Tahap Identifikasi.....	23
III.4.2	Tahap Pengembangan Sistem	23
III.4.3	Tahap Kesimpulan dan Saran.....	25
III.5	Metode Evaluasi	25
III.6	Alasan Pemilihan Metode.....	26
Bab IV	Analisis dan Perancangan	28
IV.1	Analisis.....	28
IV.1.1	Analisis Proses Bisnis Eksisting	28
IV.1.2	GAP Analysis	29
IV.1.3	Proses Bisnis Targeting.....	30
IV.1.4	Analisis Aktor	31

IV.2	Perancangan.....	41
IV.2.1	Use Case Diagram.....	41
IV.2.2	<i>Activity Diagram</i>	58
IV.2.3	Class Diagram	73
IV.2.4	Sequence Diagram	74
IV.2.5	Prototype Pertama	88
Bab V	Implementasi dan Pengujian	100
V.1	Communication	100
V.2	Quick Plan	101
V.2.1	Software yang Dibutuhkan.....	102
V.2.2	Analisis Kebutuhan Sistem	102
V.2.3	Analisis Kebutuhan Interface	105
V.3	Modeling Quick Design	106
V.3.1	Wireframe	106
V.3.2	<i>High Fidelity Design</i>	114
V.4	<i>Construction of Prototype</i>	122
V.5	Deployment Delivery & Feedback.....	131
V.5.1	<i>Black Box Testing</i>	131
V.5.2	Usability Testing	135
Bab VI	Kesimpulan dan saran.....	147
VI.1	Kesimpulan.....	147
VI.2	Saran	147
Daftar Pustaka		149
Daftar Lampiran		154