



Digital Application For Promotion Palembang Carving Art

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Abstract. Digital applications represent one of the current technologies gradually making their mark in the business industry. These applications can significantly enhance the efficiency and ease business professionals conduct various activities. However, a challenge in this realm lies in harnessing digital applications as promotional tools, especially in light of the prevailing reliance on conventional promotional media. The objective of this research is to leverage digital applications to promote the distinctive carving art of Palembang. The study has yielded a comprehensive digital application designed to showcase authentic Palembang carved products through a user-friendly website, interactive e-catalog, and engaging promotional videos. All these elements have been seamlessly integrated into a single, cohesive web-based digital application, meticulously developed using the PHP programming language and supported by a robust MySQL database. The research and discussion of the project are meticulously organized into three key stages following the Rapid Application Development (RAD) methodology. These stages include thorough requirements planning, a dynamic RAD Design Workshop, and precise implementation.

Keywords: Digital Application, Promotion, RAD.

1 Introduction

With one of the world's largest populations, Indonesia has numerous ethnic groups, fostering a rich tapestry of cultural diversity. Each tribe has its distinct culture, dating back to prehistoric times, and this cultural heritage is evident in the artistic and cultural expressions developed within specific regions. Art symbolizes identity and regional characteristics, passed down through generations, often as crafts and sculptures [1].

Palembang, known not only for its delicious *empek-empek* but also as a hub for creating exquisite arts and crafts, particularly renowned for its golden-hued creations in weaving, carving, and lacquering, stands apart from other regions in Indonesia. This craft tradition has deep roots dating back to the Palembang Darussalam Sultanate era and was traditionally used in ceremonies such as weddings, shavings, circumcisions, and thanksgiving [2]. Artisans have historically operated through home-based industries to meet local demand and preserve the continuity of these art forms within the community. The provincial government plays a crucial role in supporting Palembang's

artisans and residents in maintaining these handicrafts, ensuring their inclusion and recognition as a part of Indonesia's cultural heritage. The hope is that with proper management, these artworks can increase in value and succeed in national and international markets when produced within facilities with adequate infrastructure.

The evolution of carving patterns and styles can be traced back to the Dong Son culture period, during which Dong Son culture's carving skills diversified. During the Srivijaya kingdom era, decorative art flourished in various media, including cloth and ceramics. The influx of Chinese and Indian cultural influences left a lasting imprint on decorative arts in the Srivijaya kingdom, shaping the cultural patterns and styles in South Sumatra today. In the Sultanate period, artists primarily used floral or plant motifs, influenced by Islamic teachings that discouraged depicting or using creatures. This Islamic influence remains prominent in contemporary sculpture in South Sumatra, particularly in Palembang. Palembang carvings are commonly found in the construction of pyramid houses and traditional Palembang residences. At the same time, Chinese culture still significantly impacts Palembang sculpture. The brushwork and patterns are predominantly characterized by floral and plant motifs.

The art of wood carving in Palembang is characterized by its distinct patterns and colors. Typical Palembang wood carvings feature floral or plant motifs, often adorned with yellow, black, and dark red paint. These intricate carvings are typically crafted from tembesu wood. You can find decorative applications of these typical Palembang wood carvings in architectural elements, particularly in traditional Limas-style houses, as well as in various handicrafts and household furniture. When applied to handicrafts, wood carving serves primarily as ornamental decoration, enhancing their aesthetic appeal. Palembang wood carving designs are commonly found on furniture such as cupboards, chairs, tables, mirrors, and other household pieces. Carving involves manipulating the surface of three-dimensional objects to create variations in surface height and achieve specific artistic images.

The advent of technology has had a profoundly positive impact on wood-carving artisans. Presently, business people leverage various applications to facilitate secure and convenient shopping experiences, such as Lazada, Bukalapak, and Tokopedia. These three applications exemplify digital media intelligence [3]. In today's context, we can establish and promote businesses using digital media, including social media, for advertising and sales [4]. Social networks have become popular digital promotional platforms, enabling us to reach consumers and disseminate essential information [5]. However, to successfully grow a business, employing effective strategies to attract and retain potential customers is crucial. Advertising media serves multiple functions and can benefit business people significantly [6].

Digital Applications are software programs designed and developed for electronic devices, including computers, smartphones, tablets, and other devices. These applications serve various functions and purposes: productivity, entertainment, education, commerce, and communication. Digital applications are created using specialized systems tailored to their intended goals. Promotion, or advertising, is an active effort to disseminate information to a target market to influence, persuade, and remind individuals about a particular brand or product. The primary objective of promotion is to make

the market more inclined to accept, purchase, and maintain loyalty to goods or services conveyed through advertising or promotional channels [7].

Additionally, as stated by Tjiptono and Diana [8], promotion is a form of marketing communication aimed at conveying information, influencing, persuading, or reminding the target market about a company or its products. The primary objectives of promotions include increasing consumer awareness, generating interest, and influencing purchasing decisions related to the products or services offered. Promotions can encompass various forms of advertising campaigns, marketing initiatives, sales promotions, discounts, promotional events, digital content, and more, all tailored to specific objectives and target markets.

Nonetheless, the reality regarding using digital applications for promoting typical Palembang wood carving art is less than optimal. Many wood carving artisans remain technologically inexperienced or possess limited knowledge of digital applications. As a result, many continue to rely on conventional methods of promotion. Hence, it becomes imperative to recognize that technology has become a global force, necessitating education and training in digital media promotion for wood carving artisans in Palembang. Information technology facilitates online transactions and digital marketing, especially within small and medium-sized businesses. Encourages home-based entrepreneurs and SMEs to harness various available applications to meet customer needs and sustain and grow their business revenue. Marketing platforms, digital marketing strategies, and other supportive applications have become essential tools in promotional and sales efforts to ensure the continued growth of businesses [9].

Efforts that can be made to overcome problems related to digital applications for the promotion of Palembang carving art include focusing on implementing digital promotional content through applications and websites and providing training to cutting art businesses in the city of Palembang. It aligns with the primary aim of digital advertising media in business, as outlined by [3], to increase brand awareness. Brand awareness is crucial in strengthening the relationship between the brand and customers who purchase the product or service. Practical promotional efforts can establish a strong brand image in consumers' minds, ensuring that.

Secondly, attracting public attention is the primary objective of promotional activities. Through promotions, you can introduce products or services to a broader audience. Without advertisements, it is challenging for people to discover the existence of a product or business. This promotional activity is essential for increasing the sales of the products or services offered. Building customer loyalty is vital to remaining competitive in today's highly competitive market. Many competitors are vying for customers' attention to use their products or services. In this context, advertising media can play a pivotal role in helping retain existing customers. Additionally, you can provide exclusive offers to customers to encourage them to continue using the product or service. This approach makes products or services available to existing customers compared to acquiring new customers. Fourthly, increasing product sales is the result of effectively implementing promotional activities. You can significantly boost sales volume since promotion serves as a means to introduce a product or business to potential new customers. Lastly, it adds value to the product; the implemented promotion can change

potential customers' perceptions of the promoted product or service. In turn, it instills confidence and openness in buyers to explore the products or services offered.

By effectively implementing these strategies and leveraging digital applications, Palembang carving art can gain broader recognition, attract a larger audience, and thrive in the digital age. This approach bridges the gap between traditional craftsmanship and modern digital promotion, ensuring the preservation and appreciation of this unique art form. One of the methods employed in creating digital applications is the RAD approach. RAD is a software development approach designed to facilitate software's rapid and flexible production. It allows for changes and adjustments at any stage of development, making it more adaptable to changing needs than traditional development models.

Several related studies have previously explored using digital applications to promote Palembang carving art. For instance, [10] Kustanti conducted research in 2022 focused on developing information for Micro, Small, and Medium-sized Enterprises (MSMEs) based on the creative economy in Jepara Regency. This research served as a platform for the MSME Center located in the Jepara Trade & Tourism Center Building, Rengging Village, Pecangaan Jepara District. Creative MSMEs in Jepara Regency possess substantial potential for growth, as their locally crafted products enjoy popularity among local and international consumers.

Another study by Salamah, Lindawati, Aryanti, and Asriyadi [11] delved into quality analysis in Palembang songket cloth MSME e-commerce by evaluating website quality. This research applied WebQual 4.0, focusing on three primary dimensions: Usability, Information, and Service Interaction Quality. The research methodology encompassed the use of surveys and the application of multiple linear regression analysis. This research revealed that Service Interaction Quality and Information Quality positively impact user satisfaction.

Susanti, Hidayanti, and Salisa [12] conducted a study on preparing information technology-based financial reports for artisans specializing in carved furniture in Jepara Regency, utilizing Microsoft Excel.

This endeavor was initiated due to the partners' limited ability to market their products online. Optimizing financial reporting and online product marketing became necessary to enhance online marketing and increase visibility within the broader community. In a separate study, Mardi Yudhi Putra and Rayhan Wahyudin R Lolly [13] developed a web-based souvenir sales application system using RAD method. This system was designed to facilitate searching and recording of souvenir sales data. Furthermore, an internet network enables users to generate souvenir sales transaction reports based on their desired timeframes. This approach has proven effective and efficient, significantly expanding the marketing reach.

Fauzi and Harli [14] conducted a study to improve services through the implementation of Customer Relationship Management (CRM) using the Rapid Application Development (RAD) method. The results demonstrated that employing the RAD method accelerated the development process of the CRM system, aligning it with the needs of business stakeholders. Additionally, the implementation of CRM led to an impressive 85% increase in customer satisfaction and facilitated smoother business operations. Lastly, Rini and Fatmariansi [15] researched the development of the "Bankesbangpol"

application for Palembang City. This application, built as a website, offers comprehensive information on data collection procedures. The system development technique employed the Rapid Application Development (RAD) method, known for its expedited stages in system development.

Additionally, research was conducted by Hariyanto, Sastra, and Putri [16], which focused on applying ICT to Library Information Systems. The aim was to enhance information systems by leveraging ICT advancements to increase graduates' competitiveness. The Rapid Application Development (RAD) method was chosen for software development because it produces fast and high-quality systems. In another study, D. Maryono S et al. [17] profiled and described the use of computer technology in marketing and selling wooden masks and batik crafts online. The research findings indicated that artisans increasingly recognize the importance of online marketing as an alternative to traditional marketing methods such as exhibitions, advertising materials, and word-of-mouth promotions. Consequently, there is a shift toward mobile commerce (m-commerce), although it's essential to note that m-commerce is a subset of e-commerce.

According to another research project by Maharani et al. [18] aimed to implement a partnership program to boost coconut product sales and enhance artisans' financial recording system. The program encompassed three key activities: disseminating marketing strategies, introducing digital applications using websites, and guidance on the financial registration process. The program's outcomes demonstrated that partners could develop more organized marketing strategies and methods following promotional activities. Furthermore, partners successfully utilized the website to market their products and maintain accurate financial records, leading to more structured financial management and reduced recording errors. Lastly, Diah Novianti Sitompul et al. [19] utilized the RAD model to design a program for clothing sales and purchases at the Bogor Fashion Outlet Clothing Store. This research resulted in developing a supporting program that streamlines sales and purchasing processes, enabling more effective and efficient operations through the application program.

Based on the description above, relying solely on conventional marketing activities is deemed insufficient to address the challenges in promotional efforts. Numerous studies have demonstrated the benefits of integrating information technology into business operations. Consequently, Palembang's distinctive carving art has adopted a more sophisticated marketing strategy by leveraging digital applications to promote its unique carving art products. This decision to embrace digital applications represents a proactive step towards utilizing online promotional channels to ensure the art form's continued presence and tap into broader opportunities to reach a larger market. It also responds to the intensifying competition in the current digital era. Through this approach, there is an expectation that business revenue can be significantly increased through a more contemporary and efficient marketing approach. This transition to digital applications aims to enhance the marketing of Palembang's typical carving art, making it more accessible and appealing to a broader audience.

2 Methodology

The RAD (Rapid Application Development) method is used in software development that emphasizes short development cycles. RAD can be seen as a faster and more adaptable version of the traditional waterfall model. It emerged as a newer method compared to the SDLC (Systems Development Life Cycle), with its development dating back to the 1990s. RAD addresses the shortcomings of structured design methods by modifying the phases of the SDLC to expedite the development and presentation of system components to users, including program developers. This approach enables users to gain a better understanding of the system and provide feedback for enhancements that align with their specific requirements and preferences [20][21][22]. The RAD model is particularly suitable for software development projects that require speed and flexibility, even in the case of large projects. Within RAD, software development centers around meeting specific user requests and needs [23]. Importantly, this model allows for seamless adaptation to changes that may arise during the development process, making it suitable for long-term development projects.

The "Digital Application For Promotion of Palembang Carving Art" research resulted in several products, including a website, an electronic catalog (e-catalog), and videos showcasing typical Palembang carvings. In the development of these digital assets, the researchers utilized the Rapid Application Development (RAD) method, as described in previous studies (Fauzi & Harli, 2017) (Rini & Fatmariyani, 2017). The RAD method involves the following steps:

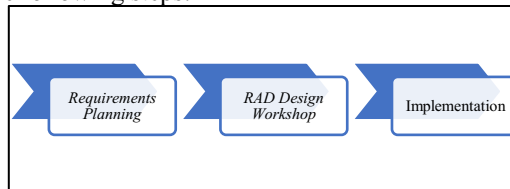


Fig. 1. RAD Method Steps

1. The requirements planning stage involves planning and identifying requirements based on user needs. During this stage, data collection techniques are employed, including observing Palembang Carving MSMEs, conducting direct interviews with Palembang Carving MSMEs, conducting a literature study by collecting data from relevant books and journals.
2. RAD Design Workshop (Modeling) is a phase that abstractly describes system requirements. This phase includes identifying actors, analyzing processes and system performance, identifying object structures and their relationships, modeling object interactions and behavior, and designing interfaces. The RAD Design Workshop stages result in a modeling prototype as a use case diagram with two actors: users and administrators.
3. The implementation phase aims to implement methods and programs following system requirements. The implementation produces three products: a website, a catalog, and a video, all integrated into a single web-based digital application.

3 Result and Discussion

The research titled "Digital Application For Promotion of Palembang Carving Art" has resulted in development of a digital application designed to promote authentic Palembang carving products. This digital application takes the form of a website, catalog, and video, all integrated into a single web-based platform built using the PHP programming language and a MySQL database. The research and its discussions are structured into three stages based on the RAD method.

3.1 Requirements Planning

Requirements Planning Stage In this phase, the focus is on identifying needs and gathering data. Activities include direct observation and data collection from relevant books and journals to support the research.

During this stage, the researcher interacts with the involved parties, and several steps have been undertaken, including:

- a. Conducting interviews and observations at one of the Palembang carving MSMEs. The results of these interviews and observations indicate that typical Palembang carving art necessitates a platform for promoting carving products to a broader audience.
- b. Gathering data and establishing a research collaboration agreement. At this stage, an agreement is reached between the researchers and partners, specifying that the application being developed will encompass a website, catalog, and video, all integrated into a single website-based digital application.
- c. Conducting a literature review in the creation of website-based applications.

3.2 RAD Design Workshop (Modeling)

Stages The RAD Design Workshop stages involve modeling, represented using use case diagrams. The use case comprises two actors: users and administrators.

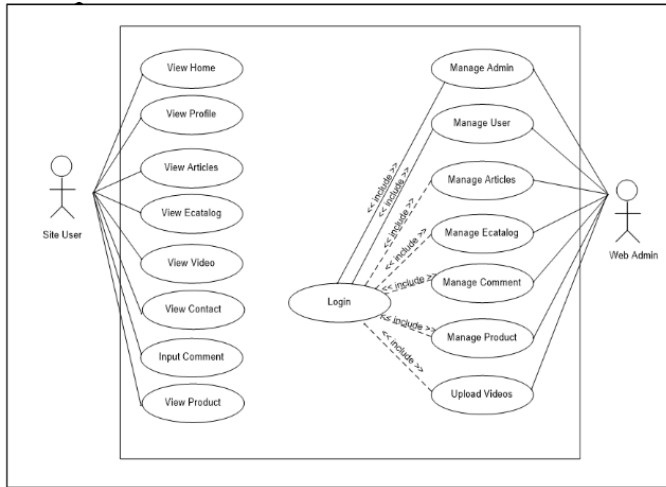


Fig. 2. Use Case Diagram

Table 1. Identification of Use Case Diagram

No	User Site	Web Admin
1	Homepage	Admin can manages admin page (insert, edit, delete data)
2	Profile View	Admin can manages user page (insert, edit, delete data)
3	Articles View	Admin can manages articles page (insert, edit, delete data)
4	E-catalog View	Admin can manages e-catalog page (insert, edit, delete data)
5	Video View	Admin can manages comment page (delete data)
6	Contact View	Admin can manages product page (insert, edit, delete data)
7	Product View	Admin can manages videos page (insert, edit, delete data)
8	Input Comment	

From the use case diagram, two user roles are identified:

- 1) Site User: This role represents visitors to the website who are interested in accessing information about carving art in Palembang. Site users have the following access rights; homepage, profile view, articles access, e-catalog access, videos view, contacts, products access and input comments.
- 2) Web Admin: This role serves as the website administrator who controls the website's management. The web admin has the following access rights; manage admin, manage users, manage articles, manage e-catalog, manage comments, manage

products and upload videos

3.3 Implementation Stages

The following describes the interface implementation in the digital application:

1. Main page of website

The main page has two sections: the front end and the back end pages. The front end page serves as the user's main page, where users can access information about carving art in Palembang. This page has a main menu section. A header displays website theme or title content, and a footer section containing copyright information and the year the website was created.

Information accessible on this page includes views of the homepage, profiles, articles, e-catalogs, video content, contact details, products, and the ability to input comments. Below is a representation of the primary user page:

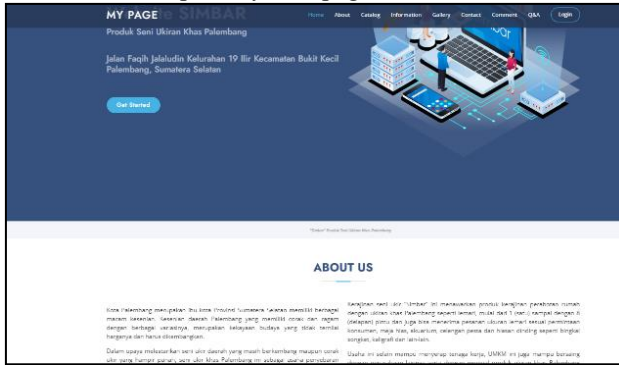


Fig. 3. Main Page

The back-end of website displays information about admin. The admin must log in by providing a valid username and password combination. Upon successful login, the admin can oversee various website functions, including managing admin accounts, user accounts, articles, e-catalogs, comments, products, and uploading videos. Website of Palembang Carving art was developed using PHP and MySQL. The website's user interface use HTML, CSS, JQuery code, and Bootstrap to ensure a responsive design. This website also includes several features, such as a search function, a user comments section, and a chat feature integrated with the WhatsApp application.

2. E-catalog Page

The e-catalog page showcases a variety of products available for sale. These products include tables, decorative chairs, displays, aquariums, mosque pulpits, corner cupboards, 2-door, 3-door, 4-door, and 8-door cupboards, and other items customized according to customer orders. The e-catalog is accessible on the website and can be viewed as a PDF page by clicking the "See Product Catalogue" link. Below is a representation of the e-catalog page:

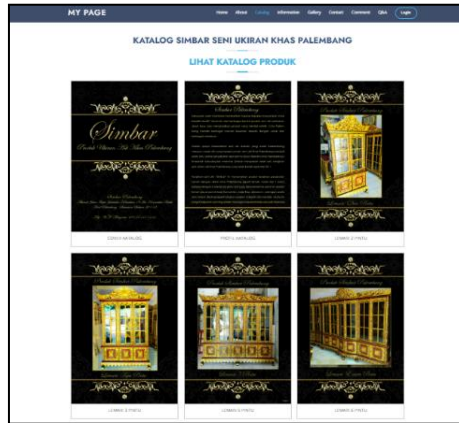


Fig. 4. Catalog Page

The E-catalog page provides comprehensive information about product carving art in Palembang. The catalog uses Adobe Photoshop software, an editing application for graphic design. The catalog is designed to fit A5 paper size (21 cm x 14.8 cm). It comprises 20 pages, including one cover page, 1 table of content, one introductory page, and 17 pages give information detail product. The design incorporates a combination of black for an elegant look and gold (yellow gold) to symbolize luxury and prosperity and to represent the original color of Palembang art.

3. Video Page

The Video page is dedicated to displaying videos featuring carving art in Palembang. Users can access profiles and information about these carving products in an attractive and engaging presentation. In addition to being featured on the website, videos showcasing carving products can also be found on the YouTube channel. Several videos containing valuable information about profiles, products, addresses, and more have been uploaded. These videos were created using software such as Filmora, Adobe Premiere, and Camtasia. The resolution is 720p (HD) with 1280x720, generally considered good quality and clarity for viewing on YouTube channels. Four product videos have been produced, ranging from 1 to 4 minutes. Videos approximately 1 minute long are also suitable for sharing on social media platforms.

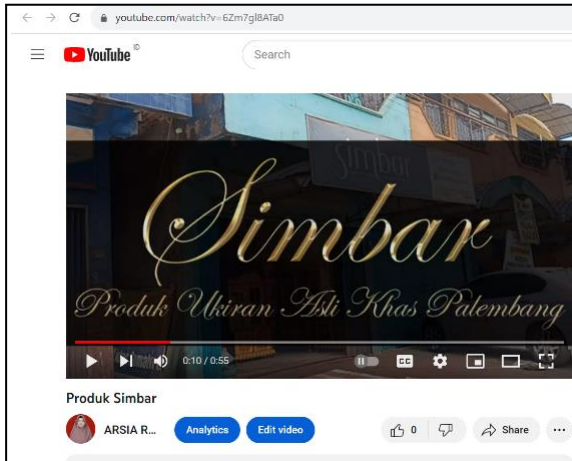


Fig. 5. Video on YouTube Channels

Digital applications represent a highly effective means to promote products and services to the public. Leveraging information technology significantly enhances the delivery of suitable promotional content, leading to increased product sales revenue. Digital applications serve as platforms in digital form for executing promotional activities. The primary outcomes of this research are website of Palembang carving art, e-catalog, and videos Palembang carving art. These elements are seamlessly integrated into a single web-based digital application, resulting in a more structured and systematic presentation of comprehensive information about carving art in Palembang.

4 Result and Discussion

Result of the research is creating of a web-based digital application that combines websites, e-catalogs, and videos showcasing carving art in Palembang. The development method employed in this application is RAD, known for its shorter phases, expediting the overall application development process. The recommendation of Digital Application For Promotion of Palembang Carving Art is to using application on a mobile basis. This would enhance its responsiveness and accessibility, particularly for users accessing the application through mobile phones.

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