

ABSTRAK

Penelitian ini bertujuan untuk meningkatkan efektivitas pemantauan titik reklame di Kabupaten Madiun melalui pengembangan sistem WebGIS berbasis website dengan pendekatan Goal-Directed Design (GDD). Proses perancangan melibatkan enam tahapan utama yaitu Research, Modeling, Requirements, Framework, Refinement, dan Support. Sistem dirancang untuk memenuhi kebutuhan pengguna dari pihak DPMPTSP maupun masyarakat umum, seperti pencatatan titik reklame, informasi masa tayang, status pajak, dan tampilan peta interaktif. Implementasi dilakukan menggunakan framework Laravel dan diuji menggunakan metode Blackbox untuk memastikan fungsionalitas sistem.

Kata kunci – WebGIS, Reklame, Goal-Directed Design, Antarmuka Pengguna, DPMPTSP.

ABSTRACT

This research aims to improve the effectiveness of billboard monitoring in Madiun Regency through the development of a WebGIS-based system using the Goal-Directed Design (GDD) approach. The design process involves six main stages: Research, Modeling, Requirements, Framework, Refinement, and Support. The system is designed to meet the needs of both the DPMPTSP and the general public, such as recording billboard points, providing information on display periods, tax status, and offering an interactive map interface. The implementation was carried out using the Laravel framework and tested with the Blackbox method to ensure system functionality.

Keywords – WebGIS, Billboard, Goal-Directed Design, User Interface, DPMPTSP.