Development of Dot Garden Website Profil Using Design Sprint Method

Khoirul Usamah Admojo
Study Program of Informatics Engineering
Majoring in Information Technology

ABSTRACT

The demand for healthy food has now become a major issue in realizing a healthier life. These healthy foods include fresh fruit and vegetables. The research results show that almost all Indonesian people consume vegetables (94.8%) but only a few consume fruit (33.2%). The average population consumption of vegetables is 70.0 grams/person/day and fruit consumption is 38.8 grams/gram/person/day. The population's total consumption of vegetables and fruit is 108.8 grams/person/day. Today's people are worried about consuming vegetables. One of the people's concerns is that many food ingredients such as vegetables and fruit are contaminated with chemicals during the development process. So people are now starting to switch to consuming organic vegetables. Seeing the public's interest in organic vegetables, one of the Agricultural Micro, Small and Medium Enterprises (MSME) partners in Jember, namely Dot.Garden.Id, was moved to cultivate organic vegetables and fruit, including kale, leeks, mint leaves, butterfly pea flowers, Brazilian spinach, romaine lettuce, kailan, pokcoy, kale, mustard greens, beets and celery. DOT.Garden.Id started its business starting in 2020, with the concept of food independence, gardening, organic and zero waste. The problem that occurs at Dot.Garden.Id is that there is no DOT.Garden.Id profile website so that the product branding is not well known, which is shown by public interest, they still tend to believe in buying organic vegetables imported from other districts in East Java at higher prices. even though the quality of organic vegetables at DOT.Garden.Id is always fresh because there is no storage process or after harvest they are delivered directly to customers. The aim of this research is to provide a solution to the problem by creating a Dot.Garden.Id website profile. The research method used is a design sprint which includes the stages of understanding, devising, deciding, creating a prototype, and validating. The results of testing the Profil Dot Garden website using blackbox showed 100% functionality and user acceptance of 78.9%.

Keyword : dot garden profile website, design sprint, organic vegetables.