

**WEB-BASED GUITAR SALES SYSTEM DESIGN USING PAYMENT
GATEWAY
(CASE STUDY: JOGJA GUITAR SHOP)**

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ABSTRACT

Jogja Guitar Shop is a company engaged in the sale of musical instruments, especially guitars. This Jogja guitar shop was formed in 2013 by Imam Mashuri which is located on Jl. Pakuncen, Wirobrajan, Yogyakarta City, Special Region of Yogyakarta. now Jogja Guitar Shop has 2 branches in Yogyakarta. The items available at Jogja Guitar Shop are acoustic guitars, classic guitars, electric guitars and even various kinds of electric basses. At first the sales system at Jogja Guitar Shop only applied a conventional system, which was all manual, such as in the sales data management process, the marketing process was less extensive and even ordering and payment processes could not be done online. The application of the conventional system has not been able to maximize sales at the Jogja Guitar Shop. Therefore, through designing a web-based guitar sales system using a payment gateway, it is hoped that it can help the sales data management process along with the ordering and payment process at the Jogja Guitar Shop. The presentation of information in web form will make it easier for buyers and sellers to process goods transactions and even make online payments using a payment gateway. The design of the payment system on this web integrates the Midtrans payment gateway and integrates Raja Post as a means of delivery. This web-based guitar sales system is a system that can help the sales process at the Jogja Guitar Shop. The information presented on this web includes master data information in the form of goods and user data, sales transaction data and sales reports at Jogja Guitar Shop.

Keywords: *sales system, web-based, payment gateway, midtrans*