

FROZEN FOOD MARKETING INFORMATION SYSTEM MOBILE WEB BASED (Case Study: Buwin Frozen Food, Purworejo, Central Java)

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ABSTRACT

In today's world, which is fully supported by information and telecommunication technology, buying and selling activities have become more convenient for people. Transactions can now be conducted anywhere with just a tap on a smartphone screen or a click on a computer. Despite this ease of access, many stores and companies still sell their products through conventional means, such as physical stores or traditional markets. Buying and selling are activities where an individual or a group offers goods to others with the expectation of profit. To facilitate and expand market reach, a sales application can be used as a means of buying and selling. This research aims to develop an Android-based application to assist in the sales process. Among the various methods available, the Waterfall method is used in this research. During the application design phase, Android Studio is utilized with the Kotlin programming language and Retrofit. Retrofit is a library in Android programming whose main function is to handle all data connection-related aspects from Android to the internet. The implementation results indicate that the application can facilitate buying and selling activities and expand the market reach from physical stores to online sales.

Keywords: *Sale, Waterfall, Kotlin, Retrofit, Android Studio, Application, Android, Web*