

APPLICATION OF THE LARAVEL FRAMEWORK FOR CREATING A WEB-BASED SALES APPLICATION

(Case Study: PT Primissima Sleman)

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ABSTRACT

PT Primissima is a State-Owned Enterprise company which operates in the textile sector. Primissima Batik Gallery, as a business entity operating in the batik fashion industry, has long been known as a producer of various unique batik fabrics and products. However, these companies have faced significant challenges in selling batik products only through their physical boutiques or offline sales. This results in sales potential in the wider market not being optimal and can limit the accessibility of Primissima Gallery batik products. In the current era of globalization and advances in information technology, businesses need to continue to adapt to changes in the economic environment and consumer preferences. By implementing the Web-Based Sales Information System at PT Primissima's Batik Gallery, it is hoped that they can expand market reach and maximize accessibility for their batik products. This research implements a system that can access information about batik products available online, equipped with transaction features with a payment gateway. In the black box testing carried out on 27 scenarios, and based on the results of the black box testing weight calculations that have been carried out, the results of this test have a success percentage value of 100%, therefore the system is suitable for use.

Keywords: *Sales Information System, Web, PT Primissima*