ANALYSIS AND DESIGN OF A SALES INFORMATION SYSTEM
(Case Study: Sido Luhur Meubel, Simbatan)

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ABSTRACT

Sido Luhur is an emerging SME engaged in the creative wood industry and home furnishings, adopting an innovative, dynamic, and creative work pattern to provide added value to clients in the market. The problems to be addressed are: How to sell and market Sido Luhur's furniture products using a web-based system? And how to conduct transactions at Sido Luhur through a web-based application? In this research, the author employs methods used in Information Systems, including the SDLC waterfall method. GTmetrix is a testing tool used to analyze the performance and speed of the website. The results from the GTMetrix test indicate several performance issues, such as critical request chains, improperly sized images, and resources blocking page rendering. Optimizing these issues can enhance page speed and online transaction efficiency. This research provides results by utilizing an Information System that develops the old system into a new one to maximize outcomes and improve turnover and efficiency. The conclusion of this research is that with the sales process utilizing a website, it can expand the marketing and sales network both within and outside the city, and customers interested in Sido Luhur's products will have greater trust if there is a website available.

Keywords: Analysis, Design, Information System, Sales, Web.