

# **DEVELOPING A WEB-BASED AND MOBILE ANDROID BANANA CHIPS SALES APPLICATION SYSTEM (CASE STUDY OF NJIK NJIK CHIP SHOP)**

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## **ABSTRACT**

This study aims to develop a web-based and Android mobile application for the sale of banana chips at Keripik Njik-Njik Shop. Currently, the store relies on Instagram for sales and marketing, which restricts its market reach to Instagram users only. The development of this application is expected to broaden the marketing reach, streamline the transaction process, and enhance the efficiency of managing sales data and inventory in a computerized manner. The system will incorporate several key features, including product catalogs, detailed product descriptions, customer reviews, an online ordering system, and an admin dashboard for real-time monitoring and management of transaction data. With this dashboard, store owners can efficiently conduct sales analyses, organize product inventory, and manage customer information more effectively. The development method employed in this study is Agile, with an incremental approach, which enables the gradual development of the system according to user needs. The study results are an integrated website and Android mobile application, which are expected to improve store operational efficiency and increase customer satisfaction in making transactions. The system's implementation by Keripik Njik-Njik Shop is anticipated to broaden its market reach, potentially leading to a substantial increase in sales turnover.

**Keywords:** Sales Application System, Banana Chips, Web, Android Mobile.