IMPLEMENTING A MOBILE WEB-BASED EYEWEAR E-COMMERCE SALES SYSTEM TO SUPPORT THE GROWTH OF OPTICAL EQUIPMENT BUSINESSES USING MIDTRANS PAYMENT GATEWAY

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ABSTRACT

This study addresses challenges in the traditional optical sales industry, such as limited market reach and inefficient transactions. CV Optik Kacamata Cirebon is facing difficulties in enhancing operational efficiency and competitiveness amid rapid business growth. The proposed solution is an Android-based online sales application developed using Laravel 11 for the backend and Kotlin in Android Studio for the front end. Data was collected through interviews, observations, and literature reviews to ensure the application aligns with business requirements. Testing using the black-box method demonstrated that this application accelerates transactions, expands market reach, and enhances the customer experience through features such as product catalogues, online consultations, and various digital payment options. With an efficient and modern system, businesses can operate more effectively and provide customers with faster, more convenient services. Implementing this application is expected to enhance CV Optik Kacamata Cirebon's competitiveness in the digital era.

Keywords: Glasses, Android, Database, Transactions, Users, Optics.