

ABSTRACT

Mutiara Prima is one of the home made bakery industries which is located at Sabuk RT 07 RW 04, Gunungsari, Kec. Jatisrono, Wonogiri Regency, Central Java. Roti Mutiara Prima is currently in great demand by customers from within the city and outside the city. Customers who want to buy bread at Mutiara Prima can make purchases from producers directly or through agents. Many of Mutiara Prima sellers sell using social media such as Facebook and Instagram. Product information that can be conveyed through social media such as data processing of goods, raw material stocks and transactions is still done manually and has not been computerized, so it will hinder the work process of employees in compiling sales transaction reports. This study aims to design and create a good sales system for processing data in purchasing, selling and production raw materials from Mutiara Prima products, while providing good and easy service to customers so that customers become more satisfied, and facilitate relationships between customers, producers, and agents to obtain information as needed. The results of research conducted at Mutiara Prima Bakery Shop is a system that can be used to process orders and assist in the marketing process to be more optimal. This system aims to help process sales, and replace processes that are considered not optimal.

Keywords: Information Systems, Sales, Social Media