ABSTRACT

Marwah catering is a catering that provides various things related to healthy food. Marwah catering has two offices where the first office is a food processing facility and the second is an office that is used to process data on incoming, outgoing, and stock items. The problem at Marwah Catering at this time is that the ordering process is still manual where customers who want to order can only order via WhatsApp or come directly to the Marwah catering office. With a system that is still completely manual, the marketing process for Marwah Catering has become less developed. The purpose of this research is to produce an E-Commerce application for Marwah Catering as a promotional media and website-based to make it easier for customers to place orders and make it easier for Marwah Catering owners to market their products. With the problems that exist in Marwah Catering currently, the author makes an E-Commerce Application by conducting observations and interviews with Marwah Catering. This application is created using the PHP programming language and MySQL database. With this system, it is hoped that it will produce an E-Commerce application that will make it easier and can benefit many parties, both from consumers and sellers.

Keywords: Catering, E-Commerce, Media Promotion, Sales