

RANCANG BANGUN SISTEM INFORMASI PENJUALAN BERBASIS WEB (Studi kasus: MUCell, Batang)

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ABSTRACT

Nowadays business owners realize that it is important to have e-commerce for their business. MUCell is one of the businesses engaged in the sale of communication tools or mobile phones. To reach more customers and expand the area of marketing as well as promotion, it is necessary to use media that can optimally support promotional activities, sales transactions and information. One of the media that is getting the attention of the public today is to use an online website media. MUCell is experiencing problems in service and importation due to the covid-19 pandemic, with this covid outbreak people are afraid to leave the house because the transmission of the covid virus is very fast. Because of this, consumers are less likely to buy directly on the spot. To overcome the problems faced by MUCell, a web-based sales information system is needed. This is very important because the existence of this system will be able to help the existing obstacles. Customers will be able to access information and be able to buy the desired product anytime and anywhere without having to leave the house. Thus, MUCell can serve sales without buyers coming to the store and increase revenue. In this study, a web-based sales information system on MUCell will be built using the waterfall method starting from the requirements analysis stage, system design, system creation, system testing and system implementation. The programming language used is PHP with the CodeIgniter 3 framework and the database uses MySQL, for payment using a payment gateway. The results obtained after testing the system using the blackbox method were not found failures in each process. Thus, the system can handle the data properly as expected.

Keywords: *MUCell, covid-19, sales, e-commerce, payment gateway*