

**IMPLEMENTATION OF ONLINE SHOE AND SANDAL SALES SYSTEM
WEB-BASED
(Case study : Ragil Jaya Shoe and Sandal Shop)**

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ABSTRACT

Ragil Jaya Shoes and Sandals Shop is one of the shoe shops that opens its outlets on Jalan Monument Jogja Kembali, a special area of Yogyakarta. The Ragil Jaya Shoe and Sandal Shop currently does not have an online buying and selling site through a website, because the Ragil Jaya Shoe and Sandal Shop is in the process of marketing its products only through stores, and transactions that take place at the store still use direct transactions, namely transactions buying and selling in the shop. In the midst of the current covid-19 virus pandemic, the direct transaction process at the Ragil Jaya Shoe and Sandal Shop is very ineffective so that the sales turnover at the Ragil Jaya Shoe and Sandal Shop has decreased drastically. Therefore, on this occasion, the author wants to build a product sales website at the Ragil Jaya Shoe and Sandal Shop by utilizing the Midtrans payment gateway in the payment transaction process. The purpose of building a product sales website at Ragil Jaya's Shoe and Sandals Store is to make it easier for Ragil Jaya's Shoe and Sandals Shop in marketing its products, as well as to simplify the process of product purchase transactions by buyers through the online transaction process by utilizing the midtrans payment gateway system. The result of website development by the author is the Web-Based Online Sales System for Shoes and Sandals. The testing method used in the construction of this website is the blackbox testing method. The test results on the website built by this author indicate that there is harmony with the system design and the application can be run on the browser.

Keywords: Ragil Shoes and Sandals Shop, Website, Payment Gateway.