ABSTRACT

Technology becomes a necessity that dominate activity any person or organization to think more effectively and efficiently, not least SMEs (Small and Medium Enterprises) are beginning to follow technological developments towards digitization. The number of SMEs in the region Telkom University, particularly culinary SMEs make every SME competition becomes greater, assessed from the services provided to customers, from delivery services, and communication services that become the center of attention every customer. Friendly service, fast and very well give plus points to each customer, especially when the service provided has been able to take advantage and lead in the direction of digitization, so that each SME can easily share information, communication, and making recapitulation transactions automatically. Researchers build a CULS (Culinary System) web application as one of the ordering service in culinary SMEs Telkom University using RUP (Rational Unified Process). The application of the RUP method helps in determining the analysis and design using UML (Unified Model Language) and CodeIgniter PHP framework programming languages and Bootstrap. Then testing the functionality of the system and the user feedback indicates that the results of CULS web applications sales administration module built is sufficient to meet the needs of SMEs.

The results of this research is a CULS web application that can assist culinary SMEs in the Telkom University to manage incoming reservations, provide a ordering confirmation direct to the customer, and transaction data recapitalize without manually, thus providing added value for SMEs.

Keyword *: SMEs (Small and Medium Enterprises), Web application, UML (Unified Model Language), PHP, framework CodeIgniter, Bootstrap.*