

## **ABSTRACT**

*One of the fashion industry sectors that has contributed significantly to the national economy is the Muslim fashion industry with a product export performance value of USD 8.3 billion in 2019. The development of the Muslim fashion industry in Indonesia is also growing due to the large demand for these Muslim fashion products. This can be seen from the number of Indonesia's population which is majority Muslim. In addition, in 2019 more and more internet users are starting to switch to online shopping with the highest number of transactions on fashion products. FA Collection is one of the businesses engaged in the Muslim fashion sector which experienced a decline in sales in 2019 and 2020 due to the increasing number of consumers who have started to switch to online shopping. One of the ways that the FA Collection can also develop its business and compete online is through the E-Commerce website. Through this website, a business information system can also be developed to facilitate the FA Collection in recording and checking business transactions. Thus, the title raised in this study is "Design of Online Business And Business Information System using Waterfall Method on Muslimah Fashion FA Collection in Pekanbaru, Riau". This study uses the Waterfall method in designing business information systems and a system usability scale for website usability testing. Data collection techniques in this study were conducted by interview, observation, and documentation for FA collection primary data and literature study for secondary data. Data collection for the usability test was carried out using a questionnaire with a Likert scale to 20 respondents. Classification of business process activities is carried out with NVA, RVA, and BVA. The results of this research are in the form of a FA Collection business information system website design consisting of an admin page and a visitor page. The efficiency obtained was 77.61% for the existing business processes and 93.39% for the proposed business processes. Based on the results of the website usability test, a score of 72.38 was obtained and it was included in the acceptable assessment category. This means that the information system website can be accepted and used by users.*

**Keywords:** *Waterfall, System usability scale, Business Online, Information Systems, NVA, BVA, RVA*