ABSTRACT

Sari Pratama Bandung is an MSMEs that is engaged in the processing of various foods specifically shredded, with a product brand namely Abon Wadimah 1972. MSMEs Sari Pratama Bandung is in an early growth stage which has external problems in maintaining customer contact due to the absence of a customer data management system. and transaction data is still done manually, it is not effective and efficient. So the difficulty in expanding the market to increase sales turnover is still relatively small, namely an average of 3 million / week. This study aims to design a website-based sales monitoring system that can be used to store data and process customer data and transaction data at MSMEs Sari Pratama Bandung.

In this study, the proposed business process design was carried out which resulted in the addition of 13 proposed activities. Then do a sales monitoring system design using the waterfall method. However, this research was carried out until the modeling stage which resulted in a mockup proposal. The features that will be made in this system are the customer registration feature, the point determination feature, the promotion agenda creation feature, the expense feature, the report feature and others. This system modeling uses the Unified Modeling Language diagram. The system model is described in diagrams such as DFD, Usecase Diagram, Activity Diagram and ERD. Then do a system test using a user acceptance test. The features that have been made run well and the system is designed to be accepted according to the needs of the user.

The result of this research is the sales monitoring system of MSMEs Sari Pratama Bandung. In implementing the website-based system, MSMEs need to prepare a special employee who acts as an admin who understands the website, determines the website platform and pays for the website domain. With the creation of this system, it will make it easier for MSMEs to store customer data and transaction data.

Keywords: Sales Monitoring, Blueprint, Waterfall Method.