

ABSTRACT

The Tatsaka Batik Industry is a type of business that is engaged in the craft convection industry, especially batik products. Batik tatsaka has a very narrow market reach in selling batik only to acquaintances and closest family members of the business owner. The batik industry still uses conventional methods in running its business, so it takes a lot of time in each process. In this study, the design of target expansion for product sales was carried out. This study aims to expand the market reach of batik sales in the Tatsaka Batik industry. Therefore, a website information system was created as an online sales medium to be able to reach a wider target market. Calculation of efficiency and usability using IBM SPSS 23 software to determine whether the information system created is more effective than the existing business. Based on the research that has been done by the author, the results of the calculation of the efficiency of the online business design process using the website are obtained. The results show that the proposed business is considered more efficient because it has a higher average efficiency value than the existing business, which is 88%. The business design was built using the waterfall method because it has the processes needed in this research. After the website has been created, testing is carried out on consumers and workers. The test results obtained questionnaire data to measure customer satisfaction using the website. The results of calculations using IBM SPSS 23 software with the Kendal tau method get an effectiveness value of 99%, which means that the proposal in the form of a website-based information system design is feasible to be implemented.

Keywords— Information System Design, Website, Waterfall, Kendall tau