ABSTRACT

Rembang is one of the districts in Central Java Province with an area of 1,035.70 km and a population of approximately 646,300 people, with their livelihoods in the fisheries and agriculture sectors. Therefore, supervision from the Rembang Regency government and the MSME community is only needed to develop and provide corrective actions to fix these problems. The purpose of this final project is to simplify the monitoring process carried out by INDAGKOP and the BUMN community in the hope that the evaluation process can be simplified and corrective action can be taken immediately.

In this final project, the system design uses the scrum method. Scrum is a versatile, fast, adaptable and powerful framework that aims to incentivize customers through increased effort. Scrum has 6 activities and the sprint process in this final project was carried out five times based on data that had been obtained through the interview and observation process. After the system development process, a verification and validation process is carried out using the greybox method and user acceptance test.

The result of this study is an e-Commerce system that focuses on monitoring that can be carried out by the government and the Rembang community, in addition to monitoring, this system also focuses on selling and transactions for consumers who want to buy Rembang souvenirs.

With the design of this system, it is expected to be able to provide convenience for relevant stakeholders in the process of monitoring the development of MSME souvenirs in Rembang and increase sales volume by building interactive communication relationships with consumers by providing alternative online interfaces as a medium for promoting all souvenir products.

Keywords: ***Rembang Regency, Scrum, e-Commerce, Monitoring***