

Abstract

The buying and selling system in the digital era is currently mostly not done directly. This activity is called e-commerce which is carried out only with digital devices. In the analysis of the design system, interviews and observations have been carried out to collect data from Pawonkos business owners⁷⁹⁹. From the results of interviews and observations, information on the sales system that is currently running and the problems encountered such as how the e-commerce website model can increase business identity and sales at Pawonkos⁷⁹⁹, as well as how the e-commerce website system created can be properly used by the admin and customers. This study aims to implement a WordPress-based e-commerce website system using the waterfall model which will later be used as a media for business promotion and to analyze the usability level of the e-commerce website system using the system usability scale. Currently, e-commerce websites are a very popular system that is applied to buying and selling activities. From the results of the analysis of system design and testing of SUS, it was found that the process of developing analysis of system design, implementation, to deployment of the system as well as calculating the final value of SUS obtained a total of 30 respondents and obtained a score of 87 with a description of the best imaginable results.

Keywords: *website, e-commerce, waterfall, system usability scale.*