

ABSTRACT

The development of information systems in the industrial era 4.0 is increasing rapidly, causing the need for information systems and internet usage to increase. One of the impacts is the buying and selling process which can be done online. The online goods sales system makes it easy to make transactions between sellers and consumers without being constrained by distance, time and costs. One of the businesses that implements the sale of goods online is the MSMEs Kedai Visual. MSMEs Kedai Visual has a business that is engaged in the creative field and focuses on design and video. At present sales are using websites and social media. However, there are still many deficiencies on the website that is owned, so it is necessary to repair or develop the sales information system and UI/UX display, causing consumers to receive less information regarding products from MSMEs Kedai Visual. Given these problems, to build a website using the software development life cycle, the waterfall model and the five planes method. The waterfall method is considered appropriate because it has a clear and sequential structure in its application starting from the stages of requirements, design, implementation, system testing, and maintenance. The design phase uses the five plenes method because it produces a holistic, integrated system that pays more attention to user needs. The end result of this research is in the form of a website that can help MSMEs Kedai Visual in managing their sales and make it easier for customers to get product information.

Keywords: *The Five Planes Method, MSMEs, Website, Waterfall Method.*