ABSTRACT

The rapid development of information technology, particularly the internet, has brought significant changes across various sectors, including business. One sector that can leverage this technology is the heavy equipment sales and rental industry. PT Anugrah Maha Tunggal, a company engaged in heavy equipment sales and rental, faces challenges in terms of operational efficiency, market reach, and transparency of information provided to customers. Therefore, this study aims to design and develop a Web-based application that facilitates the sales and rental processes for heavy equipment at the company.

The application was developed using the Waterfall method with the Content Management System (CMS) Wordpress platform. The main features of this application include a product search and filter system, an order and rental form, and inventory management. Testing was conducted using the Black Box method to ensure the functionality of each feature. The results of the study indicate that the developed application successfully enhances operational efficiency, expands market reach, and increases customer satisfaction through easy access to information and transparent transaction processes.

The development of PT Anugrah Maha Tunggal website has achieved significant success. The website successfully meets the needs and solves the problems that have been identified, as well as increasing efficiency and market reach by allowing customers from various regions to access product and service information. In addition, the website also improves the user experience with an attractive interface design, easy navigation, and good responsiveness. Proven by the existence of Black Box Testing, each test case carried out is in accordance with the expected results and in the previous Activity Diagram, the difference in activity can be seen before the website and after the website, there was a process of asking questions about the availability of goods to asking the price of the product after the website, the process no longer exists.

Keywords : Heavy equipment sales, heavy equipment rental, CMS Wordpress, Waterfall method, Black Box testing.