

ABSTRACT

The rapid development of information technology and the internet in Indonesia has driven many companies to adopt website-based technology in their marketing strategies. However, there are still a number of business actors who have not utilized this technology, especially in the catering service sector. Kenanga Catering, which has been operating for more than 10 years in Mojokerto City with more than 30 employees and serving more than 1000 customers, still relies on a conventional sales system. This creates several operational obstacles, including the creation of manual reports that are prone to errors, limited marketing reach, and customer difficulties in accessing information. This research aims to build a website-based sales information system using the Personal Extreme Programming (PXP) method. The PXP methodology was chosen because of its ability to develop software quickly and in a structured manner through several main stages, namely Requirement, Planning, Design, Coding, Testing, and Retrospective. The results of the research show that the implementation of the system has successfully increased operational efficiency, expanded marketing reach, and increased information accessibility for customers. The developed system has not only successfully transformed conventional sales processes into digital ones and provided a strong foundation for sustainable development in the future, but has also implemented the goals of the SDGs, including goals number 9 and 17, which focus on building resilient infrastructure, increasing inclusive and sustainable industry, and encouraging innovation that emphasizes the importance of partnerships to achieve the development goals of this system.

Keywords: *Boundary Value Analysis, Bootstrap, Personal Extreme Programming, Laravel, UML.*