

ABSTRACT

DESIGN AND DEVELOPMENT OF A PLANT SALES WEBSITE USING THE RAPID APPLICATION DEVELOPMENT METHOD

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The rapid development of information technology in the industrial era has driven the optimization of information systems in various fields, including the ornamental plant business. Toko A'AN faces challenges in managing transactions, promotions, and long-distance sales, which are still conducted manually, thus hindering operational efficiency. This study aims to design and develop a web-based sales system to enhance customer interaction, simplify data management, and expand marketing reach. The system development employs the Rapid Application Development (RAD) method, which accelerates the process through an iterative and prototyping approach. The system features plant management and sales transaction functions with different access rights for administrators, employees, and store owners. Black box testing ensures that system functions operate as required without examining the internal structure. The research findings demonstrate that the developed web-based system successfully improves Toko A'AN's operational efficiency through transaction digitalization, promotion optimization, and easier customer information management. This research not only provides an effective solution for Toko A'AN but also contributes to the development of web-based sales information systems in the ornamental plant business sector.

Keywords: Black Box Testing, Plant Shop A'AN Sales, Rapid Application, System Usability Scale, Website.