

ABSTRACT

SEVEN INC YOGYAKARTA WEBSITE DESIGN AND BUILD USING AGILE METHOD (EXTREME PROGRAMING)

Advances in information technology, especially through the internet and websites, have had a major impact on various sectors of human life, including the business world. The use of the internet as a means of communication and transactions allows companies to carry out business operations more efficiently and practically. One of the innovations that is developing rapidly in the business world is E-Commerce, which acts as a link between consumers and companies in selling products online. Websites have a key role in strengthening marketing and promotions, expanding markets, and making it easier for consumers to access product information. This research aims to examine the application of information technology in managing transactions and promotions in the retail business sector, with a focus on Seven Inc stores, which sell fashion products from various well-known brands. The author designed a website-based system using Agile methods, especially Extreme Programming (XP), to improve marketing systems, promotions, and increase customer service efficiency. The choice of the Agile method is based on its ability to develop systems quickly and flexibly, which can adapt to changing needs. The developed e-commerce website has succeeded in increasing Seven Inc's sales and providing customers with a better shopping experience. System testing was carried out using the black box method and the System Usability Scale (SUS) to assess the usability and performance of the system.

Kata Kunci: Website, Perancangan, Agile, Toko Baju, E-Commerce