

## **ABSTRACT**

### **DESIGNING WEBSITE-BASED SALES OF TYPICAL PURWOKERTO SOUVENIRS USING SCRUM METHODS**

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*This research discusses the issues in the sale of typical souvenirs from Purwokerto, particularly related to the limitations of market accessibility through conventional channels. This study aims to design innovative solutions using the Scrum method in developing a souvenir sales website. Feature selection and design are conducted through an iterative cycle, involving an organized and collaborative development team. Additionally, high adaptability allows for quick adjustments to market changes. However, the challenges of integrating with existing sales systems and managing diverse customer needs remain a concern. Therefore, this research provides specific recommendations to enhance the sustainability and efficiency of the website-based souvenir sales system. Consequently, this final project is written using the Scrum method. The result of this final project research is a website system to manage sales, stock updates, finance and inventory of goods.*

*Keywords: Scrum method, Website development, Souvenir sales*