

ABSTRACT

Rumah Olahan Nanas Pinne is one of the Micro, Small and Medium Enterprises located in Purbalingga Regency. This MSME faces a number of obstacles, namely the unavailability of optimal digital information media to support product promotion, as well as a transaction system that is still done manually, where customers must come directly to the location. In addition, recording sales reports is still done manually with notebooks which risk causing data accumulation, loss of information and damage to documents. These limitations hinder the running of the business and are not in accordance with current digitalization. Therefore, a system is needed that can help MSMEs adapt to technological developments to increase competitiveness and simplify operations. This study aims to design and build an MSME website with a case study of Rumah Olahan Nanas Pinne using the Extreme Programming method which is known to be flexible and simple in its implementation. System testing is carried out using the blackbox testing method to ensure that all functionality runs according to design, with test results showing a success rate of 100%. The results of the study are an MSME website that is able to expand the reach of product promotion and facilitate the management of sales reports digitally and in a structured manner. This shows that the system built can encourage digitalization in MSMe Rumah Olahan Nanas Pinne.

Keywords: *blackbox testing, extreme programming, rumah olahan nanas pinne, MSMe, website*