

ABSTRACT

Digital transformation in the era of Industry 4.0 has significantly changed many aspects of life, including the business and industrial sectors. One of the key implementations of this transformation is the use of Internet of Things (IoT) technology in sales management systems. However, many companies in Indonesia, including PT. Nestle Indonesia, have not fully adopted digital systems due to various technical and resource limitations. This study aims to design a sales management application with an interactive user interface tailored to user needs, in order to support the digitalization of business processes. The design is based on case studies and user needs analysis, and was evaluated through usability testing. The results indicate that this application has the potential to improve the effectiveness of sales teams and provide more comprehensive support for business decision-making. The application is also designed to be promoted through social media channels to expand user reach and encourage broader digital adoption in the industrial sector.

Keywords: Digital Transformation, Sales Management, User Interface Design, Internet of Things, Usability Testing.