

ABSTRACT

The Jims Honey Poris Bag Store faces challenges in managing transactions and recording inventory manually and without digital integration. The sales process, which relies on direct interactions in-store or via WhatsApp, is considered ineffective in reaching a wide range of consumers in today's digital age. To address these challenges, a web-based e-commerce system was developed to improve operational efficiency and expand the store's market reach.

The system was developed using a prototype approach, allowing features to be built incrementally based on user feedback. The development process utilized the Laravel framework and a MySQL database. Designed features include a product catalog, search filters, a shopping cart, order checkout, and product and order management. Following evaluation, the system was refined with the integration of automatic shipping cost checks and more efficient payment methods, including payment gateway integration to simplify transactions.

With the implementation of this system, the transaction process is faster and more structured, providing a better shopping experience for customers. This system also represents the first step in digitalization, driving the growth and competitiveness of UMKM, particularly in the face of technological developments in the digital age.

Kata Kunci : UMKM; Bag Store; Website; Prototype.