

ABSTRACT

Onekets.id, as a Micro, Small, and Medium Enterprise (MSME), faces operational challenges due to its sales, inventory management, and transaction recording processes still being conducted conventionally and manually. This condition leads to limited market reach and data inaccuracies. This research aims to design and build an effective website-based online sales system to overcome these issues by improving product information accessibility and facilitating purchase transactions. The system was developed using the Waterfall method with the Laravel framework and integrated with the Midtrans payment gateway. Feasibility was evaluated through two methods: Black Box Testing for functionality and User Acceptance Testing (UAT) with a questionnaire distributed to 32 respondents. The Black Box test results show that 100% of system functionalities perform as designed. Furthermore, the UAT results yielded an overall user acceptance score of 85.83%, which is interpreted as "Very Good". Thus, the developed system is proven to be not only functionally feasible but also well-accepted by end-users, making it an effective solution to support the digitalization and expand the market reach of Onekets.id.

Keywords: *Online Sales System, Laravel, Website, Waterfall, Blackbox Testing, User Acceptance Testing (UAT).*