

ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play a significant role in Indonesia's economic growth, particularly in the culinary sector. One example is Kedai Mba Win, located in East Jakarta. This MSME faces challenges in transaction recording, as it is still done manually. This condition hinders stock management, sales transaction monitoring, and the preparation of accurate financial reports. To address these issues, a web-based application was developed to facilitate a more structured and systematic approach to sales recording. The system development follows the Software Development Life Cycle (SDLC) method using the Waterfall model, which consists of the stages of requirements analysis, system design, implementation, and testing. In developing this application, Laravel was used as the main framework, PHP as the programming language, and MySQL for database management. The system testing phase was carried out using the Black Box Testing approach to ensure that all key features such as transaction recording, stock management, financial reporting, and sales analysis function according to user needs. The implementation results show that the system has had a positive impact in helping Kedai Mba Win manage transactions and sales reporting more effectively. With the adoption of this digital system, it is expected that MSMEs like Kedai Mba Win can enhance operational efficiency and expand their market reach.

Keywords: MSME, sales recording system, web application, Laravel, MySQL.