

ABSTRACT

Yoga Farm is a small business engaged in catfish breeding that still carries out all business processes manually, so information received by related parties is very difficult to obtain quickly and also the income obtained tends to fluctuate, due to the system used in sales and promotion is still using a manual system, so that Yoga Farm's market share is still small.

The research method used is qualitative. Primary data collection was carried out through interviews with four narusmber people who fit the criteria at Yoga Farm. Furthermore, secondary data collection sourced from articles, previous research, books, and related reference journals.

This study aims to analyze the system running at Yoga Farm, create a recommended system, and design a unified modeling language (UML) to create a recommended sales information system, so customers will get product information in real time and Yoga Farm sales can increase.

The results of this study are in the form of web-based e-commerce sales information system design, which on the customer side has a login, register, product purchase, purchase status, and contact status. While on the admin side it has login, register, purchase data, product data, and contact details. Besides that, the results of design tests on potential users stated that the system was in accordance with the wishes of users who were presented using just in mind applications.

Keywords: e-commerce, unified modeling language (UML), web-based sales system; just in mind; waterfall.