

## Abstract

Marketing is an activity carried out by companies to promote a product or service they have. This marketing includes advertising, selling, and delivering products to consumers or other companies. In this digital era, all forms of available services are presented in digital form, starting from the buying, selling, marketing, communication and so on. Therefore an application is made to facilitate the business processes of a business unit by providing digital services that can make it easier for users to purchase a product.

This application is an android-based product sales and marketing application for Baker's Corner which makes it easier for users to purchase products by providing an online payment method for product payments. This application is made using Android Studio. The development of this application is carried out using the Waterfall/SDLC software development method where there are several stages, starting from the literature study stage, conducting search and data collection, system analysis and design, then starting the implementation process of the system design results. Then testing is carried out to ensure the application runs as planned. After the application is evaluated and is suitable for use, the application is ready for publication.

From the results of the analysis and testing that has been done, the Baker's Corner application can help make it easier for users to order food. This is reinforced by the average score of 86.49% of 55 respondents who stated strongly agree with the application made.

**Kata kunci:** *Product Marketing, Transaction, Payment Online, Baker's Corner.*