

ABSTRACT

Conditions when the research was conducted, there were several problems that could potentially hinder businesses from developing, such as difficulty in accessing transactions, manual business processes, and no facilities to sell and market products effectively. For this reason, an information system is needed which is expected to help improve potential problems in the business transaction process, sales and marketing. By using this information system, business managers and consumers will find it easy to conduct business transactions, easily attract the attention of consumers to buy the products and services offered and as an effective marketing medium so that the number of customers is expected to be increased.

In this study, the flow of current system activities is described, system modeling, and then system design is carried out. The flow of system activities is described in the form of a flowchart to find out the stages of activity that must be passed. The system is modeled using a data flow diagram (DFD) to determine the data that flows in each process. While the system design stage consists of database design, user interface design, and making application programs using the waterfall method.

The results of this study are a website-based sales information system that can provide product and service information as well as facilities that make it easier for companies and consumers to carry out business processes such as shopping cart features (shopping baskets), Transaction history (transaction history), Checkout (payments), Music Stream (music playback). The system designed has a database to store data as well as an application to enter and retrieve the required data. The application can be accessed by several users simultaneously via an internet connection. Through a website-based information system, information can be presented quickly, relevantly, accurately, and up to date.

Keywords: database, DFD, flowchart, sales, application program, information system, final project.