

## **ABSTRACT**

*Elok by Ibu is an UMKM engaged in the production and sale of fashion accessories and souvenirs. Elok by Ibu sells products through Shopee, WhatsApp, and offline, also accepts product orders for weddings or corporate events. There are several problems with Elok by Ibu related to data storage and management such as; the discrepancy of some data recapitulation; the occurrence of discrepancies of between the stock of real products; and the difficulty of finding previous data when needed. This problem occurs because the recording and processing Elok by Ibu data has not been integrated and well documentation.*

*The design of the management information system in this final project uses the Rapid Application Development (RAD) system development method. RAD has four phases namely; requirements planning is the stage of data collection, identification of stakeholders; user requirements and system requirements; the user design phase is the stage of making the system design; the construction phase is the coding phase according to the system design; and the cutover phase is the testing and analysis of the system results.*

*The result of this final project is an integrated management information system that can assist in the storage, processing, and management of Elok by Ibu's internal data. So as to provide convenience in the recapitulation of all data, as well as easy access to data in real time. This system is also expected to minimize and processing data due to human error.*

*The result of the system through the process of testing functionality using blackbox testing by running scenario using all functions have been successfully carried out. Validation testing using a user acceptance test (UAT) resulted in a good response from four users who carried out the test. The average percentage value generated is 87,75% so it can be interpreted that the Elok by Ibu management information system is according to user need and is feasible to use.*

**Keywords:** Management Information System, RAD, UMKM