

## ABSTRACT

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Electronic Commerce (e-commerce), or electronic trading, is a way to conduct buying and selling transactions online. E-commerce has become commonplace for the general public as it facilitates sales and purchases of goods anywhere and anytime. In this project, the author designs an e-commerce platform named Cultural Store (TOBU) based on a website. TOBU e-commerce focuses on selling distinctive Indonesian regional products, consisting of three categories: traditional regional clothing, regional handicrafts, and regional cuisine. The design of the TOBU e-commerce website employs the Software Development Life Cycle (SDLC) method with a waterfall approach, encompassing several stages such as Requirement Analysis, Design, Implementation, Testing, and Maintenance. In the testing phase of the final project, the method used is the black box method to test the functions within the TOBU e-commerce website, and the testing results are presented in a table. The outcome of this final project is a TOBU Cultural Store e-commerce website, expected to facilitate users in finding regional specialty products.

*Keywords: e-commerce, website, black box, TOBU, method waterfall*