

## **ABSTRACT**

*Neo Paradigm Comics (NPC) is a company engaged in the creative industry including Intellectual Property management. Intellectual Property is a work that arises from a person's creative and intellectual activities, including various types of works and innovations that can be protected by law, such as copyright, trademark, patent, trade secret, and industrial design. Neo Paradigm Comic was first established in Surabaya in December 2006 as Neo Paradigm Studio. Neo Paradigm Comic already has an official website for Neo Paradigm Studio's company profile. From the company's website that has been made, there are several deficiencies on the website, these deficiencies include UI / UX on the profile company that is less efficient, currently payments do not provide up to payment gateway, this is a barrier for companies on the website. The method used to solve these problems is to use the Software Development Life Cycle (Prototype) development method, which is a software development approach that involves a series of iterative stages, and for the design method using UML ICONIX PROCESS, which is a method that focuses more on company needs and simplifies the process and does not discuss too much on analysis, design and implementation of the program, so that the website development process will be more efficient. The UML ICONIX PROCESS method includes four stages, namely: 1.Requirement analysis (Functional Requirements, Domain Modeling, GUI Storyboard, Use Case Modeling); 2.Analysis and preliminary design (Robustness Analysis, Domain Model Update), 3.Detail Design (Sequence Diagram, Domain Model Update), 4.Implementation (Coding/Unit Testing, Integration and Scenario Testing). Based on this background, the company needs a website that is more practical and efficient. In addition, the company also needs an E-Commerce website that can sell the company's products. Tests were carried out using the black box testing, boundary value analysis testing (BVA), dan user acceptance testing (UAT). The purpose of this research is to build an e-commerce website with the final website using Laravel. With the website that will be created, the company can increase efficiency, and strengthen business. However, this application has restrictions where only Neo Paradigm Comic can use this application.*

**Keywords:** *NPC, Laravel, SDLC Prototype, UML ICONIX PROCESS, E-Commerce*