

ABSTRACT

IMPLEMENTATION OF THE RAPID APPLICATION DEVELOPMENT METHOD ON E-COMMERCE WEBSITES (CASE STUDY: GOURAMI FISH FARM RATAWANGI VILLAGE)

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The rapid development of the internet in Indonesia has driven the growth of e-commerce, enabling buying and selling through websites and mobile devices. Digital technology has become essential for enhancing business efficiency and effectiveness by reducing marketing and labor costs, expanding and accelerating consumer reach, and making products more accessible. Despite this, gourami fish farms still face challenges in marketing and sales, as they rely on conventional methods with limited promotional strategies, depend primarily on market visitors and the general public, and use manual ordering and payment processes. Implementing website technology can address these issues by optimizing marketing and sales with broader information dissemination and efficient content updating capabilities. Using the Rapid Application Development (RAD) method, which emphasizes speed through user involvement and iterative prototyping, an e-commerce website was developed and tested, with all system functionalities operating as expected. The System Usability Scale (SUS) results showed a user satisfaction score of 72.43, indicating good user acceptance with a "Good" rating and a grade of C. In conclusion, the developed e-commerce website provides significant benefits, including facilitating orders and payments and supporting promotional efforts for gourami fish farms.

Keywords: *E-commerce, Conventional, Rapid application development, System usability scale*