

ABSTRACT

DESIGN AND BUILD A WEBSITE-BASED UMKM SALES GAMIFICATION SYSTEM USING THE SCRUM METHOD (CASE STUDY: CAFE 99 CILACAP)

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Cafe 99 is one of the micro, small and medium businesses established in the culinary sector. Cafe 99 is a cafe that was founded in January 2024 so it still has less than optimal sales management because sales are still carried out manually, there is no system that can simplify and support the sales process and marketing methods are still limited, causing sales at Cafe 99 to be less than optimal. and sometimes there is even a decline in sales. The aim of this research is to build a website-based cafe sales system using the gamification method to help and support sales at Cafe 99. Gamification can increase motivation and provide a good experience to encourage increased consumer purchases. The software system development method uses the Scrum method with a gradual process. The research results show that the system developed has succeeded in simplifying and supporting sales at Cafe 99. The system was tested using black box testing and showed indicators of success reaching 100%. And testing using SUS got a total score of 85,90, which means that the system display meets the user's needs so that the system can run and be used by Cafe 99.

Keywords : Cafe, Gamification, Website, Scrum