

ABSTRACT

DESIGN AND DEVELOPMENT OF AN E-COMMERCE WEBSITE USING RAPID APPLICATION DEVELOPMENT (RAD) METHOD (CASE STUDY: PT.NATURE NUSANTARA)

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In the era of globalization and advancements in information technology, the presence of an online platform is crucial for local producers to expand their regional market reach. This study focuses on PT Nature Nusantara, a company engaged in the production of local cooking ingredients and spices. The research methods include interviews with related parties at PT Nature Nusantara and document analysis of financial reports and business plans. The findings reveal that PT Nature Nusantara faces challenges in marketing its products effectively at the regional level due to the lack of supporting online infrastructure. Therefore, an e-commerce website is designed and implemented, covering key aspects such as user interface, electronic transaction features, and digital marketing strategies. The implementation is carried out using the latest technology aligned with the company's business needs, utilizing Laravel, PHP, and MySQL with the Rapid Application Development (RAD) method. The result of this research is the creation of an e-commerce platform for PT Nature Nusantara, which is expected to help the company reach the regional market effectively and increase the visibility of its local products.

Keywords: : Website Design, Website e-commerce, Local products.