

ABSTRACT

Digital transformation plays a crucial role in increasing the efficiency and competitiveness of Micro, Small, and Medium Enterprises (UMKM) in Indonesia, including ABC Canteen, one of the UMKM in the culinary sector. ABC Canteen faces operational challenges due to the manual food ordering process via WhatsApp, resulting in inefficient business processes and limitations in delivering daily menu information. This research aims to design and develop a website-based information system in the form of an e-catalog using the Waterfall software development method to improve the effectiveness of services and business processes at ABC Canteen.

The development methodology follows the stages of needs analysis, system design, coding using the Laravel framework, and testing using the Blackbox Testing method. The developed website presents key features such as a food menu catalog, online ordering, admin menu management, a digital payment system, and accessible sales reports in graphical form. Test results indicate that the system performs as required and is able to help UMKM improve productivity and user experience during transactions.

Kata kunci: *UMKM, Website, E-Katalog, Metode Waterfall, Framework Laravel.*