

ABSTRACT

The development of digital technology has encouraged MSMEs to embrace information systems to improve operational performance. The MSME DIRF Racing Car Wheels still uses manual recording for sales transactions, purchases, capital deposits, and financial reporting, which poses a risk of data loss and reporting inaccuracies. To address these issues, a web-based application was designed using the Waterfall development method, encompassing the phases of requirement analysis, system design, implementation, testing, and maintenance. This application was built utilizing the PHP, leveraging the Laravel framework, MySQL database, and Visual Studio Code editor. Key features of the application include sales recording, purchases, operational expenses, business capital deposits, and financial reporting such as general journals, stock cards, ledgers, and profit and loss statements. The application also provides sales reports and weekly best-selling product information to support promotional strategies. Test results show that this application can improve transaction recording performance and reduce the risk of data loss. Additionally, the system helps business owners monitor financial conditions more accurately. As a result, the application is expected to support the operational management of SMEs and enhance competitiveness in the digital era.

Keywords: MSME, Information System, Sales, Purchases, Laravel