

ABSTRACT

Monitoring for a business via *website* required for a *business* manager to observe their *bussines* especially for the manager who did not always stand by in the place. *Monitoring* can be viewed from a monthly *financial* reports, media *promotions*, products, employees, and the most important is how the public response to the marketed product. In *financial* side required *financial* report that describes the results of *bussines* in each period and it will be information for the owner that will be presented via *website*. In addition, it required a media social to promote and market the product in real time so that consumers can know the products are marketed.

In the region Sukabirus, Dayeuh Kolot, Bandung, there are many kind of food *bussines*. After make a survey in three food *bussines* include Keday Susu Delivery, Chicken Attack, and Warung Makan Sangkuriang, the system of *financial* reporting and promotional mostly still using inefficient manual systems. Owners of this food *bussines* also want to get the product known as "familiar" by society. Therefore, based on this case, the final project was composed of a Design and Implementation of Business Applications for The Food Bussines Web-Based (case study Area of Sukabirus).

The results of this application is a business application for monitoring the food *bussines* include the system automatically monthly of financial reports, media promotion for the product, and the inventory system of product and employees in the *bussines*. Besides the above output of this application is the medium for these *business* owners to upload a specific page of the consumer so that the product can be viewed in real time mediated *promotion*. With a direct response from the consumer, it is expected that it can increase product sales within a *business*. Based on testing of website system, the result of fungsional side conclude that the system of aplication work properly, the result of subjective test get 4,234 of MOS value, and the last is result of server ability get the mean of time to load the website is 5 up to 7 s.

Keywords: *website, bussines, finnancial, promotion, inventory*