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 fungtional 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

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