GORAYA SUN HAYADI, 17.230.0063
E-COMMERCE PENJUALAN TAUCO PADA TAUCO MANGGA MAS PEKALONGAN, dibawah bimbingan Much. Rifqi Maulana, S.Kom., M.Kom. dan Anas Syaifudin, S.Kom., M.Kom.
124 + xiv halaman / 81 gambar / 16 tabel / 2 lampiran / 15 pustaka (2012 – 2021)

ABSTRAK

Berdasarkan observasi yang dilakukan, Tauco Mangga Mas Pekalongan menemui beberapa permasalahan dalam pengelolaan data penjualan seperti perang harga di marketplace, pengelolaan stok barang, maupun pembatasan konsumen ke toko saat PPKM. Sehingga untuk mengatasi permasalahan tersebut, dibangun E-Commerce Penjualan Tauco Pada Tauco Mangga Mas Pekalongan. Sistem dibangun menggunakan metode Waterfall melalui tahapan pengembangan Requirements Definition, System and Software Design, Implementation and Unit Testing, Integration and System Testing, serta Operation and Maintenance. Rancangan sistem dibuat menggunakan Unified Modeling Language (UML) dan Lembar Kerja Tampilan (LKT). Hasil pengujian Graphical User Interface (GUI) dan User Acceptance Test (UAT) menunjukkan bahwa sistem dapat melakukan proses tanpa kesalahan dan sudah sesuai dengan spesifikasi kebutuhan pengguna. Sistem yang telah dibangun dapat membantu Pemilik Tauco Mangga Mas Pekalongan untuk mengelola data penjualan dengan lebih optimal, serta membantu Pemilik Tauco Mangga Mas Pekalongan untuk melakukan promosi dengan lebih optimal. Namun sistem perlu ditambahkan fitur diskusi berupa live chat dan dikembangkan pada platform mobile sehingga lebih memudahkan konsumen dalam penggunaannya.

Kata Kunci : *E-Commerce, Penjualan, Tauco, Pekalongan*

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TAUCO SALES E-COMMERCE ON TAUCO MANGGA MAS PEKALONGAN, under guidance of Much. Rifqi Maulana, S.Kom., M.Kom. dan Anas Syaifudin, S.Kom., M.Kom.
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ABSTRACT

Based on the observations made, Tauco Mangga Mas Pekalongan encountered several problems in managing sales data, such as price wars in the marketplace, managing stock of goods, as well as restricting consumers to stores during Enforce Restrictions on Community Activities (ERCA). So to overcome these problems, an E-Commerce Sales of Tauco at Tauco Mangga Mas Pekalongan was built. The system was built using the Waterfall method through the development stages of Requirements Definition, System and Software Design, Implementation and Unit Testing, Integration and System Testing, and Operation and Maintenance. The system design was made using Unified Modeling Language (UML) and Display Worksheet (DW). The results of the Graphical User Interface (GUI) and User Acceptance Test (UAT) test results indicate that the system can perform the process without errors and is in accordance with the specifications of user needs. The system that has been built can help the Owners of Tauco Mangga Mas Pekalongan to manage sales data more optimally, as well as help the Owners of Tauco Mangga Mas Pekalongan to carry out promotions more optimally. However, the system needs to add a discussion feature in the form of live chat and be developed on a mobile platform to make it easier for consumers to use it.

Key Word : *E-Commerce, Sales, Tauco, Pekalongan*