

NOVA ANANDIRA ALIFATURRAHMAH, 19.230.0070

**PERAMALAN JUMLAH PENJUALAN MENGGUNAKAN METODE
MOVING AVERAGE PADA ZELL STORE**, dibawah bimbingan Ichwan
Kurniawan, S.Kom., M.Kom. dan Wachid Darmawan, S.Kom., M.Kom.

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ABSTRAK

Zell Store merupakan salah satu bisnis online yang bergerak di bidang penjualan Hijab yang berlokasi di Karangdadap Kabupaten Pekalongan. Zell Store mengalami permasalahan pada proses penentuan jumlah penjualan pada periode berikutnya, sehingga dibangun sistem menggunakan metode Waterfall melalui tahapan Requirements Definition, System and Software Design, Implementation and Unit Testing, Integration and System Testing, dan Operation and Maintenance. Sistem dirancang menggunakan Unified Modeling Language (UML) dan Lembar Kerja Tampilan (LKT), serta diuji dengan menggunakan metode pengujian White Box, Black Box, dan User Acceptance Test (UAT). Sistem yang dibangun dapat membantu pemilik Zell Store untuk mendapatkan pertimbangan dalam mengetahui perkiraan jumlah penjualan pada periode berikutnya secara detail, baik untuk penjualan mandiri maupun untuk reseller. Namun sistem harus dikembangkan agar dapat menambahkan akses reseller kedalam sistem dan diintegrasikan antara hasil analisis peramalan penjualan dengan dengan jumlah target penjualan untuk setiap reseller, sehingga pemilik juga terbantu dalam memantau perkembangan maupun performa dari reseller.

Kata Kunci : *Peramalan, Penjualan, Moving Average*

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FORECASTING THE AMOUNT OF SALES USING THE *MOVING AVERAGE METHOD ON ZELL STORE*, under guidance of Ichwan Kurniawan, S.Kom., M.Kom. dan Wachid Darmawan, S.Kom., M.Kom.

108 + xiii pages / 45 images / 21 tables / 5 attachments / 11 libraries (2016 – 2022)

ABSTRACT

Zell Store is an online business engaged in the sale of Hijab, located in Karangdadap, Pekalongan Regency. Zell Store experienced problems in the process of determining the number of sales in the next period, so a decision support system was built using the Waterfall method through the stages of Requirements Definition, System and Software Design, Implementation and Unit Testing, Integration and System Testing, and Operation and Maintenance. The system was designed using the Unified Modeling Language (UML) and Display Worksheet (DW), and was tested using the White Box, Black Box and User Acceptance Test (UAT) testing methods. The system built can help Zell Store owners to get consideration in knowing the estimated number of sales in the next period in detail, both for independent sales and for resellers. However, the system must be developed so that it can add reseller access to the system and integrate the results of sales forecasting analysis with the number of sales targets for each reseller, so that owners are also assisted in monitoring the progress and performance of resellers.

Key Word : *Forecasting, Sell, Moving Average*