

ABSTRAK

Toko Shakife, bisnis fashion wanita yang berdiri sejak 2022 di Yogyakarta, saat ini mengandalkan platform Instagram, TikTok, Shopee, dan Tokopedia untuk pemasaran namun menghadapi kendala dalam penyampaian informasi terstruktur dan proses pemesanan yang efisien karena belum memiliki website resmi. Hasil survei menunjukkan 72% pelanggan menginginkan akses informasi produk melalui website dan 68% mengalami kesulitan memesan produk melalui media sosial, mengindikasikan kesenjangan antara kebutuhan pelanggan dan layanan digital yang tersedia.

Penelitian ini bertujuan mengembangkan sistem informasi berbasis web yang mampu menyajikan informasi produk secara terstruktur, mendukung proses transaksi online yang efisien, serta memperkuat branding digital Toko Shakife. Sistem dikembangkan menggunakan metode Waterfall dengan tahapan requirement definition, system and software design, implementation and unit testing, hingga integration and system testing. Teknologi yang digunakan meliputi bahasa pemrograman PHP dengan framework Laravel, database MySQL, serta Bootstrap untuk antarmuka responsif.

Hasil pengujian menggunakan metode black box testing menunjukkan bahwa seluruh fungsionalitas sistem mencakup registrasi pengguna, login, pengelolaan katalog produk, sistem promo, keranjang belanja, pembayaran, dan laporan transaksi berjalan sesuai spesifikasi dan dinyatakan valid. Website berhasil mengatasi keterbatasan akses informasi sebelumnya dan meningkatkan pengalaman pelanggan dalam berbelanja online. Penelitian ini memberikan kontribusi berupa implementasi sistem informasi terintegrasi untuk bisnis ritel skala kecil menengah yang dapat diadaptasi oleh usaha serupa.

Kata kunci: sistem informasi, website, e-commerce, Laravel, metode waterfall, toko ritel

ABSTRACT

Toko Shakife, a women's fashion business established in 2022 in Yogyakarta, currently relies on Instagram, TikTok, Shopee, and Tokopedia platforms for marketing but faces challenges in delivering structured information and efficient ordering processes due to the absence of an official website. Survey results indicate that 72% of customers desire product information access through a website and 68% experience difficulties ordering products through social media, highlighting a gap between customer needs and available digital services.

This research aims to develop a web-based information system capable of presenting product information in a structured manner, supporting efficient online transaction processes, and strengthening Toko Shakife's digital branding. The system was developed using the Waterfall method with stages including requirement definition, system and software design, implementation and unit testing, and integration and system testing. The technologies employed include PHP programming language with Laravel framework, MySQL database, and Bootstrap for responsive interface design.

Testing results using black box testing method demonstrate that all system functionalities including user registration, login, product catalog management, promotion system, shopping cart, payment processing, and transaction reporting operate according to specifications and are declared valid. The website successfully addresses previous information access limitations and enhances customer experience in online shopping. This research contributes to the implementation of an integrated information system for small and medium-scale retail businesses that can be adapted by similar enterprises.

Keywords: *information system, website, e-commerce, Laravel, waterfall method, retail store*