

ABSTRACT

WEB-BASED BLACKNONIC HERBAL SALES APPLICATION DESIGN AT PT. MUJUR MEGAH SENTOSA

Yoga Haikal Rivaldi ¹⁾, Chaerul Anwar ²⁾

¹⁾ Student of Information System Department, Universitas Pembangunan Jaya

²⁾ Lecturer of Information System Department, Universitas Pembangunan Jaya

The development of information technology provides opportunities to improve efficiency in various fields, including marketing and sales. PT Mujur Megah Sentosa, a manufacturer of organic herbal products such as BLACKNONIC, faces challenges in its unstructured marketing system and error-prone manual transaction recording. This leads to sales instability and potential loss of transaction data. This research aims to design and develop a web-based sales application that can integrate marketing and sales processes. This application is designed to provide detailed product information, simplify transactions, and improve the company's operational efficiency. With this approach, PT. Mujur Megah Sentosa is expected to expand market reach, strengthen brand identity, and increase sales stability in the face of increasingly fierce market competition.

Keywords: *Web, Rapid Application Development, Application Testing, Sales*