

## ABSTRACT

### WEB-BASED SALES APPLICATION DESIGN (CASE STUDY: COFFEE PARADIGM)

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*Information Technology on sales gives notice as a handling of sold services and products produced by UMKM, sales presentation is a staple on competition from some companies more competitive. Therefore, the development of sales notification system to lighten the service for the community continues to be developed. The information system developed to encourage a Web-based MSME made several things practically for companies and MSMEs to present online sustainable sales. Web media can also be a media company and MSMEs as achieving strategic outcomes of MSMEs. Excess web media is able to expand the range of public. In addition, the presentation notice can be displayed in detail and up to date. The physical design of this sales information system, applies a programming language namely PHP and MySQL database. As a reference, input-duit in this study resulted in a web-based information system process process that could reach the area of community knowledge of the products presented on the company and MSMEs as the support of the form of Promotion.*

**Kata kunci :** *Application, Sales, UMKM, Paradigma Coffee*