

**IMPLEMENTASI METODE RAD (RAPID APPLICATION
DEVELOPMENT) PADA APLIKASI PENJUALAN SOUVENIR BERBASIS
WEB**

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ABSTRAK

Tujuan penelitian menerapkan metode RAD (Rapid Application Development) untuk menghasilkan sistem penjualan Aksesoris secara online melalui integrasi basis data dan membangun hubungan dengan pelanggan secara lebih personal. Sasarannya lebih kearah memperluas jangkauan pemasaran dan meningkatkan penjualan melalui media yang lebih fleksibel dan lebih ekonomis. Pemodelan sistemnya menggunakan UML (Unified Modeling Language). Penelitian berbentuk studi kasus dengan metode penelitian research and development (RAD). Perancangan sistem perangkat lunak meliputi bagian front-end dan sistem manajemen konten yang secara spesifik meniadakan perantara, mengurangi biaya operasional penjualan, mempermudah pengiriman, dan penerimaan pembayaran secara online. Hasil pengujian memperlihatkan proses digitilisasi penjualan memiliki verifikasi yang akurat mengenai sistem navigasi, pendataan isi keranjang belanja, mudah menelusuri pemrosesan data pemesanan, dan konfirmasi penerimaan pembayaran.

Kata Kunci : *Rapid Application Development, Penjualan, Aksesoris*

IMPLEMENTATION OF RAD (RAPID APPLICATION DEVELOPMENT) METHODS ON WEB-BASED SOUVENIR SALES APPLICATIONS

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ABSTRACT

The purpose of the research is to apply the RAD (Rapid Application Development) method to produce a Gear sales system online through the integration of databases and build relationships with customers more personally. The goal is towards expanding the reach of marketing and increasing sales through more flexible and more economical media. System modeling uses UML (Unified Modeling Language). The study is in the form of a case study with research and development (R & D) research methods. Software system design includes front-end parts and content management systems that specifically exclude intermediaries, reduce sales operating costs, facilitate delivery, and receive payments online. The test results show that the sales digitization process has accurate verification of the navigation system, data collection of shopping cart contents, easy tracking of processing of order data, and confirmation of receipt of payment.

Kata Kunci : *Rapid Application Development, Sales, Accessorie*

