# PENGEMBANGAN APLIKASI E-COMMERCE BERBASIS WEBSITE PADA TOKO KUE SHASH

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**ABSTRAK**

Toko Kue Shash merupakan usaha di bidang kuliner yang proses bisnisnya masih berjalan secara konvensional, di mana pencatatan transaksi, pengelolaan stok bahan baku, dan pemesanan kue kustom masih mengandalkan pencatatan manual serta pesan singkat. Kondisi tersebut sering menimbulkan permasalahan seperti ketidakakuratan data stok, kesalahan dalam rekapitulasi penjualan, kesulitan negosiasi pesanan kustom, serta lambatnya penyajian laporan laba rugi. Untuk mengatasi permasalahan tersebut, penelitian ini bertujuan merancang dan membangun aplikasi e-commerce berbasis website menggunakan model pengembangan Waterfall, bahasa pemrograman PHP, basis data MySQL, serta pemodelan Unified Modeling Language (UML).

Hasil dari penelitian ini adalah sistem informasi penjualan berbasis web dengan fitur utama katalog produk, keranjang belanja, manajemen stok otomatis berbasis resep, serta fitur Request Custom Order. Berdasarkan hasil pengujian blackbox, kesimpulan penelitian menunjukkan bahwa seluruh fungsi sistem berjalan valid dalam memvalidasi pembayaran, memantau pengiriman kurir, dan menyajikan laporan keuangan secara real-time. Penerapan aplikasi ini berhasil meningkatkan efisiensi operasional pencatatan toko serta mempermudah pelanggan dalam melakukan transaksi secara daring.

Sebagai saran untuk pengembangan penelitian dan sistem selanjutnya, disarankan untuk mengintegrasikan layanan payment gateway agar proses verifikasi transaksi pembayaran dapat berlangsung secara otomatis tanpa perlu unggah bukti transfer manual. Selain itu, penambahan fitur notifikasi instan melalui WhatsApp Gateway API disarankan guna mempercepat penyampaian konfirmasi pesanan dan pembaruan status pengiriman kue langsung ke ponsel pelanggan.

***Kata Kunci : E-Commerce, Website, PHP, MySQL, Manajemen Stok.***

***ABSTRACT***

*Shash Cake Shop is a culinary business whose operations are still conducted conventionally, with transaction recording, raw material inventory management, and custom cake orders still relying on manual record-keeping and text messages. These conditions often lead to problems such as inaccuracies in inventory data, errors in sales summaries, difficulties in negotiating custom orders, and delays in generating profit and loss reports. To address these issues, this study aims to design and develop a website-based e-commerce application using the Waterfall development model, the PHP programming language, a MySQL database, and Unified Modeling Language (UML) modeling.*

*The result of this research is a web-based sales information system with key features including a product catalog, shopping cart, automated recipe-based inventory management, and a Custom Order Request feature. Based on the results of black-box testing, the study's conclusions indicate that all system functions operate correctly in validating payments, tracking courier deliveries, and generating financial reports in real time. The implementation of this application has successfully improved the operational efficiency of store record-keeping and made it easier for customers to conduct online transactions.*

*As a recommendation for future research and system development, it is suggested to integrate a payment gateway service so that the payment transaction verification process can occur automatically without the need to manually upload proof of transfer. Additionally, adding an instant notification feature via the WhatsApp Gateway API is recommended to expedite the delivery of order confirmations and updates on cake delivery status directly to customers' cell phones.*

***Keywords: E-Commerce, Website, PHP, MySQL, Inventory Management.***

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