PERANCANGAN SISTEM INFORMASI TOKO SKINCARE DAN KOSMETIK BERBASIS WEBSITE PADA TOKO SUPRAMART

Shabrina Syifa Chairunnisa

ABSTRAK

Perkembangan teknologi dan tren belanja online telah mempengaruhi industri kecantikan, khususnya penjualan produk skincare dan kosmetik. Toko Supramart, yang telah berdiri sejak tahun 2010 dan berfokus pada produk lokal serta non-lokal, menghadapi berbagai tantangan dalam pengelolaan penjualan online. Dalam perancangan sistem ini, dilakukan analisis kebutuhan pengguna dan pemilik bisnis, serta memakai alur penelitian waterfall dan metode penelitian PIECES. Masalah utama meliputi kesulitan dalam memperkenalkan produk secara efektif, menyediakan informasi produk yang lengkap, dan memastikan ketersediaan barang. Penelitian ini bertujuan untuk merancang sistem informasi berbasis website yang dapat meningkatkan efisiensi operasional dan pengalaman pelanggan. Sistem ini dirancang untuk menyediakan deskripsi produk yang rinci, gambar berkualitas tinggi, ulasan pengguna, dan informasi real-time mengenai stok barang. Selain itu, sistem juga memfasilitasi promosi dan penawaran khusus, menarik minat pelanggan, dan meningkatkan jumlah penjualan. Dengan demikian, diharapkan Toko Supramart dapat bersaing di pasar digital dan terus berkembang di masa depan. Melalui pengembangan sistem informasi berbasis website, diharapkan Supramart dapat memperkuat posisinya dalam industri yang dinamis dan memberikan layanan yang lebih baik kepada pelanggan.

Kata Kunci : Sistem Informasi, Skincare dan Kosmetik, Waterfall, PIECES, Website, Penjualan Online, Pengalaman Pelanggan.

WEBSITE-BASED SKINCARE AND COSMETIC SHOP INFORMATION SYSTEM DESIGN AT SUPRAMART SHOP

Shabrina Syifa Chairunnisa

ABSTRACT

The development of technology and online shopping trends have affected the beauty industry, especially the sale of skincare and cosmetic products. Supramart Store, which has been established since 2010 and focuses on local and non-local products, faces various challenges in managing online sales. In designing this system, an analysis of user and business owner needs was conducted, and the waterfall research flow and PIECES research method were used. The main problems include difficulties in introducing products effectively, providing complete product information, and ensuring the availability of goods. This study aims to design a website-based information system that can improve operational efficiency and customer experience. This system is designed to provide detailed product descriptions, high-quality images, user reviews, and real-time information on stock. In addition, the system also facilitates promotions and special offers, attracts customer interest, and increases sales. Thus, it is hoped that Supramart Store can compete in the digital market and continue to grow in the future. Through the development of a website-based information system, it is hoped that Supramart can strengthen its position in a dynamic industry and provide better service to customers.

Keywords : Information Systems, Skincare and Cosmetics, Waterfall, PIECES, Website, Online Sales, Customer Experience.