

PERANCANGAN DAN PEMBANGUNAN WEBSITE “OMAH HAZRA” PLATFORM E-COMMERCE INOVATIF

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ABSTRAK

Penelitian ini berangkat dari observasi bahwa Omah Hazra, sebuah UMKM kuliner, masih sangat bergantung pada pemasaran konvensional dan sistem operasional manual, seperti penjualan melalui *WhatsApp* dan pencatatan stok di buku. Keterbatasan ini menimbulkan inefisiensi operasional, risiko kekeliruan data pesanan, dan membatasi jangkauan pasar. Untuk mengatasi isu-isu tersebut, focus penelitian ini pada perancangan dan pengembangan situs web *e-commerce* "Omah Hazra" yang inovatif. Metode *Rapid Application Development* (RAD) diterapkan dalam seluruh proses pembangunan sistem karena pendekatannya yang menekankan siklus pengembangan cepat, sifat iteratif, dan keterlibatan pengguna aktif. Situs web yang dihasilkan mengintegrasikan fitur-fitur esensial, seperti katalog produk komprehensif, sistem pemesanan daring intuitif, dan berbagai metode pembayaran digital. Fungsionalitas ini dirancang untuk secara langsung meningkatkan efisiensi operasional dan meminimalkan potensi kekeliruan data pesanan, sekaligus meningkatkan pengalaman pengguna. Validasi fungsionalitas sistem dilakukan melalui Pengujian *Black Box*, yang berfokus pada validasi kinerja dari perspektif pengguna. Hasil pengujian mengonfirmasi bahwasannya seluruh fitur telah berfungsi lancar dan sesuai persyaratan.

Kata kunci : *E-commerce*, *Rapid Application Development* (RAD), Sistem Manual, Kekeliruan Pesanan, Otomatisasi.

DESIGN AND DEVELOPMENT OF THE “OMAH HAZRA” WEBSITE AS AN INNOVATIVE E-COMMERCE PLATFORM

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ABSTRACT

This study is based on the observation that Omah Hazra, a culinary UMKM, still relies heavily on conventional marketing and manual operational systems, such as sales via WhatsApp and recording stock in books. These limitations cause operational inefficiencies, the risk of order data errors, and market reach is hampered. To overcome these issues, this study focuses on the design and development of an innovative "Omah Hazra" e-commerce website. The Rapid Application Development (RAD) method is applied throughout the system development process because of its approach that emphasizes fast development cycles, iterative nature, and active user involvement. The resulting website integrates essential features, such as a comprehensive product catalog, insightful ordering system, and various digital payment methods. This functionality is designed to directly improve operational efficiency and minimize the potential for order data errors, while improving the user experience. Validation of system functionality is carried out through Black Box Testing, which focuses on performance validation from the user's perspective. The test results confirm that all features are functioning properly and according to requirements.

Keywords : *E-commerce, Rapid Application Development (RAD), Manual System, Order Errors, Automation.*