

RANCANG BANGUN SISTEM INFORMASI PENJUALAN PADA UMKM “RUMAH SULAM SEFNI” MENGGUNAKAN METODE RAPID APPLICATION DEVELOPMENT (RAD)

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ABSTRAK

Rumah Sulam Sefni merupakan UMKM yang bergerak di bidang kerajinan sulaman tradisional khas Minangkabau. Proses penjualan yang masih manual menimbulkan kendala seperti keterbatasan akses informasi pelanggan, lambatnya proses transaksi penjualan, serta kesulitan dalam pengelolaan data penjualan. Penelitian ini memiliki tujuan untuk merancang dan membangun sistem penjualan berbasis *web* dengan menerapkan metodologi *Rapid Application Development* (RAD). Metode RAD dipilih karena kemampuannya menghasilkan prototipe secara cepat dan iteratif. Tahapan pengembangan meliputi perencanaan kebutuhan, *workshop* desain, implementasi. Sistem mencakup fitur katalog produk, penjualan *online*, kustomisasi sulaman, pengelolaan pesanan, retur produk, dan informasi filosofi motif sulaman. Hasil penelitian menunjukkan sistem berbasis web berhasil menyediakan media penjualan yang terstruktur, memudahkan pelanggan mengakses informasi produk, dan memperluas akses pasar. Pengujian Black Box mengonfirmasi semua fungsi sistem berjalan sesuai kebutuhan. Sistem ini mendukung operasional bisnis UMKM sekaligus melestarikan nilai budaya melalui digitalisasi produk sulaman tradisional.

Kata Kunci: Sistem Penjualan, UMKM, Sulaman Tradisional, RAD, Web

**DESIGN AND DEVELOPMENT OF SALES INFORMATION SYSTEM FOR
MSME "RUMAH SULAM SEFNI" USING RAPID APPLICATION
DEVELOPMENT (RAD) METHOD**

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ABSTRACT

Rumah Sulam Sefni is a Micro, Small, and Medium Enterprise (MSME) engaged in traditional Minangkabau embroidery crafts. The manual sales process creates constraints such as limited customer information access, slow sales transaction processes, and difficulties in sales data management. This research aims to design and develop a web-based sales system by applying the Rapid Application Development (RAD) methodology. The RAD method was chosen for its ability to generate prototypes quickly and iteratively. Development stages include requirements planning, design workshop, and implementation. The system includes features for product catalog, online sales, embroidery customization, order management, product returns, and embroidery motif philosophy information. Research results show that the web-based system successfully provides structured sales media, facilitates customer access to product information, and expands market access. Black Box testing confirms all system functions operate according to requirements. This system supports MSME business operations while preserving cultural values through digitalization of traditional embroidery products.

Keywords: Sales System, MSME, Traditional Embroidery, RAD, Web