

ABSTRAK

Talazar Group merupakan perusahaan *food & beverage* yang mengelola enam brand utama dan melayani penjualan melalui offline store, media sosial, layanan pesan antar, serta home service. Dalam operasionalnya, Talazar Group belum menerapkan sistem terintegrasi, di mana transaksi di *offline store* masih berjalan secara konvensional tanpa pencatatan terstruktur, pemesanan melalui media sosial dan home service sepenuhnya mengandalkan WhatsApp, serta pelaporan keuangan hanya menggunakan Microsoft Excel. Penelitian ini bertujuan menghadirkan solusi melalui perancangan sistem informasi penjualan yang dapat diakses melalui website dan terhubung dengan WhatsApp, memudahkan pelanggan dan penjual dalam melakukan transaksi. Menggunakan metodologi *Rapid Application Development* (RAD) untuk memastikan pengembangan cepat dan efisien. Sistem yang dirancang mencakup fitur pemesanan produk dan home service, input transaksi offline, manajemen data produk, brand, store, pelanggan, karyawan, jadwal home service, serta pelaporan penjualan *real-time*. Integrasi WhatsApp dilakukan menggunakan Fonnte sebagai *WhatsApp Gateway* agar pesanan melalui WhatsApp dapat masuk ke sistem yang sama dan dipantau admin secara *real-time*. *Black Box Testing* menguji semua 100 skenario pengujian, mencapai tingkat keberhasilan 100%, dan *User Acceptance Testing* (UAT) menghasilkan 79,2% kategori Baik. Berdasarkan hasil tersebut, sistem informasi penjualan Talazar Group dinilai layak diimplementasikan karena mendukung manajemen transaksi, pencatatan data terstruktur, integrasi data, dan laporan penjualan terstruktur dan informatif.

Kata Kunci: Sistem Informasi Penjualan, *Rapid Application Development*, Integrasi WhatsApp Gateway.

ABSTRACT

Talazar Group is a food and beverage company managing six main brands and conducting sales through offline stores, social media, delivery services, and home service. The company has not yet implemented an integrated system, offline transactions lack structured recording, social media and home service orders rely entirely on WhatsApp, and financial reporting uses Microsoft Excel. This study provides a solution by designing a sales information system accessible through a website and integrated with WhatsApp to facilitate transactions for customers and sellers. The Rapid Application Development (RAD) methodology was employed to ensure fast and efficient system development. The proposed system includes features for product and home service ordering, offline input, and management of product, brand, store, customer, employee, and home service schedule data, and real-time sales reporting. WhatsApp integration uses Fonnte as a WhatsApp gateway, enabling orders submitted through WhatsApp to be recorded and monitored by administrators. Black Box Testing evaluated 100 testing scenarios with 100% success rate; User Acceptance Testing (UAT) scored 79.2% in the Good category. The designed system is feasible for implementation as it supports transaction management, structured data recording, data integration, and generates organized and informative sales reports.

Keywords: *Sales Information System, Rapid Application Development, WhatsApp Gateway.*