ABSTRACT

Technological developments are now increasingly rapid. With the convenience of today's technology, we can make the work to be done easier. The technology that is widely used today by society is computers. This research was conducted on the basis of the need for a system as a sales promotion media in the form of e-commerce to facilitate sales and services to improve marketing.

With this system, it is hoped that it can be a solution to make it easier for consumers to obtain services, as well as make it easier for owners to manage product and order data. Consumers can see prices, then they can choose and collect what products to buy anytime and anywhere. The method used in this research is a prototype which consists of a quick plan, quick design modeling, construction of prototype, development delivery & feedback, communication.

Based on the results of the ISO 25010 test results which were carried out involving 5 respondents, it was concluded that the quality of the software produced had a success percentage with a total average of 91.86%. So it can be concluded that the percentage value obtained shows that the overall software quality is on a "Very Good" scale.

Keywords: Information Systems, Marketing, Sales, Prototype