

PENGEMBANGAN WEBSITE UNIT PRODUKTIF MASYARAKAT DESA SELATBARU

Nama mahasiswa : Muhammad Afif
Nim : 6103221546
Dosen Pembimbing : Desi Amirullah, M. T

ABSTRAK

Penelitian ini menghasilkan pengembangan sistem informasi berbasis *web* bernama Zona UMKM Selatbaru sebagai sarana promosi dan pengelolaan data usaha produktif masyarakat Desa Selatbaru. Metode pengembangan yang digunakan mengacu pada model *Waterfall* melalui tahap analisis kebutuhan, perancangan, implementasi, dan pengujian. Sistem dibangun menggunakan bahasa pemrograman PHP dengan *framework Laravel* dan basis data MySQL, serta mengintegrasikan prinsip perancangan antarmuka berbasis UI/UX. Hasil implementasi menunjukkan *website* telah dilengkapi fitur utama meliputi pencarian dan pengelompokan produk, peta interaktif lokasi usaha, forum komunikasi, serta *dashboard* pengelolaan data bagi admin dan pemilik usaha. Pengujian *black box* dan uji kompatibilitas lintas peramban menunjukkan seluruh fungsi berjalan sesuai spesifikasi tanpa ditemukan kesalahan fungsional. Secara empiris, sistem ini meningkatkan efisiensi penyebaran informasi, memperluas jangkauan pemasaran UMKM, dan mempermudah interaksi antara pelaku usaha, pengunjung, serta pihak pengelola.

Kata kunci: *Sistem Informasi, Website, UMKM, Pengembangan, Selatbaru.*

DEVELOPMENT OF PRODUCTIVE BUSINESS WEBSITE FOR SELATBARU VILLAGE COMMUNITY

Student Name : Muhammad Afif
Nim : 6103221546
Lecturer : Desi Amirullah, M. T

ABSTRACT

This study resulted in the development of a web-based information system called Zona UMKM Selatbaru as a platform for promoting and managing data of productive enterprises in Selatbaru Village. The development process adopted the Waterfall model, consisting of requirement analysis, design, implementation, and testing phases. The system was built using PHP programming language with the Laravel framework and MySQL database, integrating user interface design principles based on UI/UX concepts. The implemented system features product search and categorization, an interactive business location map, a communication forum, and a structured dashboard for data management by administrators and business owners. Black box testing and cross-browser compatibility tests demonstrated that all core functionalities operated according to specifications without functional errors. Empirically, the system improved information dissemination efficiency, expanded the market reach of local SMEs, and facilitated interactions between business owners, visitors, and system administrators.

Keywords: *Information Systems, Websites, MSMEs, Development, Selatbaru.*