

WEB-BASED APPLICATION FOR DRINK CUP DESIGN ORDERING

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ABSTRACT

Digitalization has encouraged Micro, Small, and Medium Enterprises (MSMEs) to adapt to improve efficiency and service. SABGO, an MSME in the business of beverage cup design services, previously relied on a manual ordering system via WhatsApp. This system often caused problems such as incorrect order recording, order accumulation, and delays in the production process. To overcome these issues, a web-based ordering application was developed using the PHP programming language with the Laravel framework and a MySQL database. The application's development used the Waterfall method, which includes requirements analysis, system design, implementation, testing, and maintenance. This application focuses on several key features, namely online ordering, management of cup stock and logo designs, real-time order status tracking, and transaction archives. Application testing was conducted using the Black Box Testing method. The test results show that the system functions well, helps simplify and accelerate the ordering process, and increases customer satisfaction by allowing orders to be placed online without having to visit the location directly.

Keywords: MSME, SABGO, Ordering System, Digitalization, Online Ordering.