ABSTRACT

The Intan Al-safwah Batik Store is a company that engaged in the sale of various types of Batik. One of the types of Batik that sold in this store is special design from Cirebon, there is called Batik Mega Mendung. Nowadays, the marketing of Intan Al-safwah Batik's products made directly, it is means the buyer must come to the store to make a purchase, while the other way in the process of marketing and selling the product is still traditional to deploy the card companies and by utilizing social media and via telephone. That is considered still not effective in the terms of security. In the sales process, the sales transaction and sales reports are still manually with record the sales invoices and cash books so the report made by the administration are experiencing delays, this happens to this batik store because it does not have an information system that supports the sale of product, causing ineffective and inefficient performance of the company. Therefore, we need an information system that capable to support the processing of data using a computerized system. Making the sales information system can help the performance of the company in sales process so that it can more quickly and efficiently.

The research design is descriptive with the study approach in Intan Al-safwah Batik Store, as well as the data collection techniques used include the primary data source that is by observation and interviews, while the secondary data source by looking at the documents. The method used a structured approach and sales information systems development methods based on website created using prototype method. While the tools used in the analysis of system design is Flowmap, context diagram, the data dictionary, and Design Database, while the implementation of the system design is the programming language PHP and My SQL as the database.

The results from this study is expected that the Sales Information System Design Based on this Website can help to increase the sales of products, can assist in the promotion and introduction the products offered by Intan Al-Safwah Batik Store, and can assist in the marketing and sales disseminate products. The final stage is conducted the testing of applications using Blackbox

Keywords: Information Systems, Sales, Website