

ABSTRAK

Judul : **Perancangan Sistem Informasi Penjualan Pakaian Berbasis Website Menggunakan Metode Agile pada Toko Stand For Woman**

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Program Studi : Sistem Informasi

Toko Stand For Woman merupakan toko yang melayani penjualan pakaian wanita secara eceran (retail) atau grosir. Kegiatan pelayanan kepada pelanggan saat ini dilakukan secara *offline* dan menggunakan aplikasi *whatsapp*. Pelayanan secara *offline* memiliki keterbatasan waktu buka toko dan mengharuskan pelanggan datang ke lokasi toko. Pada masa pandemi tingkat kunjungan pelanggan berkurang. Sedangkan pelayanan secara *whatsapp* terbatas secara informasi, karena pelanggan harus bertanya ketersediaan stok, warna dan model. Selain itu pencatatan bisnis di Toko masih menggunakan buku, sehingga data tidak terintegrasi dan beresiko terjadinya kesalahan pencatatan. Penelitian ini memberikan solusi rancang bangun sistem penjualan online dengan metode *agile* yang dikembangkan dengan *extreme programming*. Sedangkan analisa sistem dilakukan dengan menerapkan metode *Performance Information Economics Control Efficiency Service (PIECES)*. Hasil penelitian diharapkan dapat membantu toko untuk memiliki sistem yang terintegrasi, sehingga dapat meningkatkan omset penjualan dan pelayanan kepada pelanggan.

Kata Kunci: Sistem Penjualan, Grosir, Eceran, *Extreme Programming*, *Agile*, *PIECES*

ABSTRACT

Title : *Design of-Based Clothing Sales Information System Website Using Agile Methods on Stand For Woman Stores*
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Study Program : *Information System*

Stand For Woman is a store that sells women's clothing in retail or wholesale. Service activities to customers are currently carried out offline and using the WhatsApp application. Offline services have limited store opening times and require customers to come to the store location. During the pandemic, customer visits are reduced. WhatsApp services are limited in information, because customers must always provide stock, colors and models. In addition to business records, the store still uses books, so data is not integrated and endangers recording errors. This research provides an online sales system design solution using agile methods developed with extreme programming. While the system analysis is carried out by applying the Performance Information Economics Control Efficiency Service (PIECES) method. The results of the study are expected to help stores to have an integrated system, so as to increase sales turnover and service to customers.

Keywords: *Sales System, Wholesale, Retail, Extreme Programming, Agile, PIECES*