

**ABSTRACT**

***DESIGN AND BUILD WEB BASED CLOTHING SALES  
APPLICATION USING SCRUM METHOD  
(CASE STUDY TOKO ANITA)***

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*Toko Anita is a Usaha, Mikro, Kecil dan Menengah (UMKM) engaged in the fashion retail industry. Currently, Anita's Shop conducts face-to-face sales or requires customers to visit the physical store directly. However, with the advancement of technology, particularly online stores, which are internet-based platforms for buying and selling products, Anita's Shop faces challenges. Online stores can be easily accessed through websites using platforms like smartphones, tablets, and laptops. Anita's Shop experiences difficulties in the sales process due to limited product marketing and intensified competition among online stores. Additionally, many customers prefer to shop online, whereas Anita's Shop still operates offline. As a result, the shop experiences a decline in revenue and a decrease in the number of customers. To address these challenges, the shop owner needs a solution to market products by leveraging technological advancements. The hope is that by building an online store based on a website, Anita's Shop will gain more recognition among the public. The development of the website-based online store is carried out using the Scrum methodology, and testing is conducted using black-box testing.*

***Keywords : Online store, Scrum, Website, Black-box testing.***