

## ABSTRACT

### **DEVELOPMENT OF KUB MERCI PRODUCT CATALOG WEBSITE USING THE RAPID APPLICATION DEVELOPMENT METHOD**

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*The pandemic has had a negative impact on the MSME sector, the most prominent impact being the decrease in the production of goods/services which resulted in reducing the number and working hours of employees in order to save their finances. This has made many MSMEs start utilizing information technology in the form of e-commerce websites that can provide company information and products/services. However, it is still often found that MSME actors have not used technology in developing their business, one of which is KUB Merci Cilongok. KUB Merci has a large market potential, but has not yet reached a broad target market. Therefore, this research focuses on creating a website catalog using the Rapid Application Development (RAD) method to produce output that KUB Merci can use in expanding the target market without spending a lot of time and money and being able to increase the branding of existing products and services. in KUB Merci in order to get the attractiveness and loyalty of consumers. System functional testing uses the Black-Box method with the result that the Merci KUB E-Catalog website system can run well. Then, usability testing using the System Usability Scale (SUS) method obtained a score of 80.13 indicating the level of acceptance of the system is classified as grade A with a percentile rating of around 91%, which is above the standard SUS average score. Based on the adjective approach, the KUB Merci E-Catalog website is included in the Excellent category. The NPS approach of the KUB Merci E-Catalog website is in the promoter category, meaning that users will tend to recommend products/services/the KUB Merci E-Catalog website to other friends, this shows that the user's perception of the KUB Merci E-Catalog website is at a high level.*

**Keyword: Black-box, Catalog, Kub Merci, RAD, SUS, Website**