

## **ABSTRACT**

# **SRI JAYA PS ONLINE SHOP WEBSITE DESIGN USING RAPID APPLICATION DEVELOPMENT (RAD) METHOD**

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*Sri Jaya PS Shop is a shop that provides various animal needs, including poultry, songbirds, cats and dogs. The shop has not yet adopted an e-commerce system, even though the use of technology in business is trending and can provide greater profits. This is the background to the need to create and develop a website-based online shop for the Sri Jaya PS store using the RAD method. The Rapid Application Development method was chosen because it makes it easier for developers to design and build an online shop website in a short time so that the Sri Jaya PS shop can use it as soon as possible. The development of this website will also use the React framework, namely Next.js for the frontend and Firebase on the backend. The use of Next.js and Firebase was chosen because it is hoped that it will make it easier for developers to create the Sri Jaya PS online shop website. In accordance with the problem formulation, this research aims to build a Sri Jaya PS online shop website using the RAD method and utilizing the React framework, namely Next.js and the Firebase database. The result of this research is an online shop website that helps Sri Jaya PS develop its business into the digital realm and solve the problems experienced by Sri Jaya PS. This website has online buying and selling and payment features, an automatic price calculation feature, as well as a product catalog display feature. The results of Black Box Testing show that the Sri Jaya PS online shop website is 96,4% working well.*

**Keywords:** *Rapid Application Development, Online Store, Website, React JS, Firebase*