

## ABSTRACT

### ***DESIGN OF A WEB-BASED PROMOTIONAL INFORMATION SYSTEM CONNECTED TO E-COMMERCE (SHOPEE) AT THE RESTAURANT PECEL MADIUN MBOK MI***

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*Nasi Pecel is an authentic Indonesian food that must be preserved. Pecel rice typical of Madiun, East Java became famous in the Galaxy area, Bekasi after the establishment of the Madiun mbok Mi pecel branch there. Set in a shady shophouse, Pecel Madiun serves not only pecel rice, but also other East Javanese specialties such as rawon, garang asem, lung. This culinary diversity is what makes Pecel Madiun Mbok Mi crowded with visitors, especially from the elderly. Over time technology penetrated very rapidly even to the digital world. With this digital era, marketing will be much more effective if done online. A web-based information system is a solution to promote this Madiun mbok Mi pecel product to a wider scope. Promoting some of the East Javanese foods that are available at the Madiun mbok Mi pecel rice stall through the web makes the name of the mbok Mi pecel stall not only known as an ordinary traditional pecel stall, but a Madiun pecel stall with a modern feel. Making a web using the waterfall method produces an interactive and easy-to-use information system based on black box testing and a usability scale system where on the black box all functions run well and on the system usability scale it gets a value of 72.16. The test results from both tests can be used as a reference that the web has been successfully created and can be used properly.*

***Key Word : Pecel Madiun, Information System , Web, Technology, Product***