

## **ABSTRACT**

### **DESIGN A WEBSITE-BASED STORE SALES SYSTEM WITH RAPID APPLICATION DEVELOPMENT METHOD (STUDY CASE TOKO MAMMIRI)**

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*In this modern era, the number of online transactions in Indonesia continues to increase. Indonesia has the highest e-commerce usage rate among any country in the world, with 90% of its internet users aged 16 to 64 saying that they have purchased products and services online. The Indonesian E-commerce Association (IdEA) increased sales on e-commerce platforms by 25% during the covid-19 pandemic. Before that sales stores carried out marketing and sales that were done manually causing minimal scope and even data collection was still carried out with books and notes making performance less effective and efficient. Then the alternative solution is, design a web-based sales system to help users to overcoming problems that exist in stores, mostly like in terms of marketing, sales, and data collection. The design of the software system contains a system of sales and data collection. Codeigniter used to help the creation of this website as a framework and mysql as a data store. The results from creating this website is for having a simple and easy-to-use appearance for consumers, especially the order section, item info, basket, login / register, checkout, my orders, payments and about us and being easy to understand for admins, especially admin dashboard page, categories, goods, incoming orders and users, thus providing a new nuance for consumers in using this website and facilitating the performance of the admin.*

**Keywords : Codeigniter, MySQL, RAD, Toko Mammiri and Website**