

ABSTRACT

Kembang Gapura Kiosk “Kembang Gapura” is a kiosk that sells various kinds of ornamental flowers and plants, and accepts project scale gardening. The Kiosk "Kembang Gapura" is located in Karangtengah Village, Mandala, Baturraden, to be precise, south of the gate to enter the Mandala Baturraden tourist site. Based on interviews conducted with kiosk owners, the problem was that at the "Kembang Gapura" kiosk, marketing was still done manually, such as going around selling flowers by car and doing promotions only through WhatsApp status. Then for the customer side, it is still difficult to find information on the sale of ornamental plants. Based on the problems that occur, the authors provide a solution to create a container that can market and provide information about flowers and plants from the "Kembang Gapura" kiosk on an information system based on the E-Catalogue website. Data collection in this study used the methods of observation, interviews and literature studies. This study uses the Scrum method because it can increase the service quality of the software, increase customer satisfaction, minimize high costs, make system development more effective, existing changes can be completed quickly, and get relatively small losses if there is a failure in system development. . The results of this e-catalog website design can make it easier for Kios Kembang Gapura to market their products. Electronic Catalog Kembang Gapura is a website that displays information on products sold from Kios Kembang Gapura.

Keyword : E-Catalogue, Promotion, Flower Gate, Scrum