ABSTRACT

PROTOTYPE DESIGN OF E-COMMERCE APPLICATIONS FOR MSME PRODUCTS USING THE SCRUM METHOD

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MSMEs play an important role in expanding the Indonesian economy because Indonesia's population continues to increase. Advances in information technology in mobile applications are getting faster. Advances in information technology and marketing through digital media are predicted to be a technical change point in product sales from manual sales to digital sales, so that many people have switched to using mobile applications to solve existing problems in MSMEs such as increasingly fierce business competition, product demands. increasingly creative, and less optimal marketing. Technology implementation in this case is to use Electronic Commerce (E-Commerce) applications. The use of e-commerce is expected to accelerate the development of the business world for both small, medium and high-end businesses. Designing an application prototype certainly requires a development method that can produce applications according to user needs, the method used in designing e-commerce application prototypes for UMKM batik products is the Scrum method combined with the BlackBox method and the System Usability Scale (SUS). BlackBox testing produces a feasibility percentage of 100%, these results can be stated that all functions are running properly. The usability test carried out using the SUS method obtained an average score of 87 with a grade A score on the percentile rank and adjective rank obtaining Excellent results so that the prototype of the e-commerce application for UMKM batik products is feasible to use.

Keywords**: **msmes, mobile, e-commerce, prototype, scrum, blackbox, system usability scale (sus)