

INTISARI

SISTEM INFORMASI MANAJEMEN EVENT PERTANIAN DAN PENJUALAN PRODUK PERTANIAN BERBASIS WEB STUDI KASUS ZARE.ID

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Kegiatan jual beli secara online atau *e-commerce* mulai merambah ke berbagai aspek, tidak terkecuali di bidang pertanian. Zare Indonesia sebagai salah satu perusahaan rintisan di bidang pertanian yang menyediakan pelatihan seputar teknik budidaya pertanian alami dan memiliki berbagai produk pangan organik. Zare.id menerapkan *e-commerce* berbasis *website* dapat membantu perusahaan ini dalam melakukan transaksi secara online dan memberikan kemudahan akses bagi konsumen secara lebih luas. Website ditujukan agar mempermudah Zare.id mengelola data pendaftaran kelas pelatihan dan penjualan produk pertanian. Metode yang digunakan dalam penyusunan Tugas Akhir ini yaitu tahapan riset, analisa sistem, rancangan sistem, pengujian sistem, dan kesimpulan. Berdasarkan hasil uji coba web pada penelitian ini sistem informasi penjualan produk dan manajemen event Zare.id berhasil dibangun sesuai dengan fungsionalitas yang ada. Sistem ini mampu menampilkan produk-produk yang dapat dibeli melalui website dan mampu melakukan proses pendaftaran *event* atau *workshop* yang diadakan.

Kata Kunci : Sistem Informasi, Zare Indonesia, Website, Pertanian

ABSTRACT

WEB BASED MANAGEMENT EVENT AND SALES OF AGRICULTURE PRODUCTS ZARE.ID INFORMATION SYSTEM

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Online buying and selling activities or e-commerce have begun to penetrate various aspects, including in the agricultural sector. Zare Indonesia as one of the startup companies in the field of agriculture provides training on natural agricultural cultivation techniques and has a variety of organic food products. Zare.id implementing website-based e-commerce can help this company make transactions online and provide easy access for consumers more broadly. The website is intended to make it easier for Zare.id to manage registration data for training classes and the sale of agricultural products. The methodology used in the implementation of this final project is the stages of research, system analysis, system design, testing, and evaluation. Based on the results of web testing in this study, Zare.id product sales and event management information system was successfully built in accordance with existing functionality. This system is able to display products that can be purchased via the website and is able to carry out the registration process for events or workshops being held. As a whole the system has been able to carry out the processes that have been designed at the analysis stage and meet the system requirements.

Keyword : Information system, Zare Indonesia, Website, Agriculture.