

ABSTRACT

MELTE VANANA E-COMMERCE WEBSITE DESIGN

By

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The abundance of bananas in Lampung can be used to produce a variety of processed goods. The abundance of banana raw materials in Lampung drives the growth of UMKM in the processing industry. However, one of them, Melte Vanana, has not been large and optimal in terms of sales. The reason for subpar sales is that business actors have not used the internet for product promotion and sales. This research seeks to create an E-commerce web model design for Melte Vanana melted banana chips in order to maximise marketing and ensure that Melte Vanana's melted layer banana chips products reach all corners of the world.

The waterfall method was utilised to create the Melte Vanana e-commerce website. The waterfall method is divided into three stages: analysis, design, and execution. The survey in this study was conducted on 90 consumers to evaluate how they felt about using the Melte Vanana e-commerce website. The number of samples was determined using the Slovin formula, and the questionnaire was created using items from the Guttman scale.

This research yielded a website that may be accessible by both Melte Vanana users and the broader public as consumers. According to the public's evaluation of e-commerce sites, 83.33 percent of respondents claimed that the website supplied the necessary information. As many as 96.67 percent of respondents said the display was good and easy to read, and 60 percent said they would do transactions using this site.

Key words: Banana, E-commerce, Melte Vanana