

## ABSTRAK

### RANCANG BANGUN *FRONT-END E-COMMERCE U-MARKET* BERBASIS *WEBSITE* MENGGUNAKAN *FRAMEWORK VUE.JS* DENGAN METODE *SCRUM*

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Perkembangan teknologi informasi telah mendorong transformasi aktivitas jual beli ke dalam bentuk digital melalui *e-commerce*. Di lingkungan Universitas Lampung, aktivitas transaksi masih dilakukan melalui grup WhatsApp “U Marketplace” yang memiliki berbagai keterbatasan, seperti informasi produk yang tertumpuk, kesulitan pencarian, serta proses transaksi yang tidak terstruktur. Penelitian ini bertujuan untuk merancang dan membangun *front-end website e-commerce* U-Market sebagai solusi atas permasalahan tersebut. Metode yang digunakan adalah *Scrum* dengan tahapan *product backlog*, *sprint planning*, *sprint backlog*, *daily scrum*, *sprint review*, dan *sprint retrospective* yang dilakukan dalam empat *sprint*. Pengembangan antarmuka menggunakan *framework Vue.js* dan *Tailwind CSS* untuk menghasilkan tampilan yang responsif dan mudah digunakan. Hasil penelitian menunjukkan bahwa sistem mampu menyediakan fitur seperti pencarian produk, keranjang belanja, checkout, manajemen produk, serta informasi status pesanan. Pengujian menggunakan *Blackbox Testing* menunjukkan seluruh fungsi berjalan dengan baik, sedangkan evaluasi menggunakan *User Experience Questionnaire (UEQ)* menunjukkan hasil excellent pada aspek Daya Tarik, Kejelasan, Efisiensi, Ketepatan, dan Stimulasi sedangkan aspek Kebaruan mendapatkan hasil Good. Dengan demikian, sistem yang dikembangkan mampu menyediakan platform *e-commerce* yang terstruktur dan mendukung kemudahan transaksi di lingkungan kampus.

Kata Kunci: *E-commerce, Frontend, Scrum, Tailwind CSS, Vue.js, Website*

## **ABSTRACT**

### **DESIGN AND DEVELOPMENT OF THE U-MARKET E-COMMERCE FRONT-END WEB SYSTEM USING THE VUE.JS FRAMEWORK WITH THE SCRUM METHOD**

**By**

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*The development of information technology has driven the transformation of buying and selling activities into digital forms through e-commerce. Within the Universitas Lampung environment, transaction activities are still conducted through the WhatsApp group “U Marketplace,” which has several limitations, such as overlapping product information, difficulties in searching, and unstructured transaction processes. This study aims to design and develop the front-end of the U-Market e-commerce website as a solution to these problems. The method used in this research is Scrum, consisting of the stages of product backlog, sprint planning, sprint backlog, daily scrum, sprint review, and sprint retrospective, implemented across four sprints. The interface was developed using the Vue.js framework and Tailwind CSS to produce a responsive and user-friendly design. The results of the study show that the system is capable of providing features such as product search, shopping cart, checkout, product management, and order status information. Testing using Blackbox Testing indicates that all functions run properly, while evaluation using the User Experience Questionnaire (UEQ) shows excellent results in the aspects of Attractiveness, Perspicuity, Efficiency, Dependability, and Stimulation, while the Novelty aspect achieved good results. Therefore, the developed system is able to provide a structured e-commerce platform and support transaction convenience within the campus environment.*

**Keywords:** *E-commerce, Frontend, Scrum, Tailwind CSS, Vue.js, Website*