

ABSTRACT

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Design and Development of a Personal Shopping Service Information System Based on a Website Using PHP and MySQL

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(xv + 77 + Attachment)

The development of information technology and the internet has made the online personal shopper (jastip) industry increasingly popular. However, jastip business operators face challenges in operational efficiency, particularly in communicating product information to potential buyers through social media. This research aims to create a jastip website to improve communication efficiency, reduce information redundancy, gather product information on a single platform, enhance order management, increase transparency and convenience for buyers, and provide shipment notifications via WhatsApp. The method used is the SDLC (System Development Life Cycle), which includes planning, analysis, design, implementation, and testing. The website was built using PHP, HTML, CSS, and MySQL, with testing conducted on various browsers. The research results show that the jastip website successfully improves communication efficiency, gathers all product information in one place, enhances order management, increases transparency and convenience for buyers, and provides structured shipment notifications via WhatsApp. The jastipkuy website can be accessed through the URL link <https://jastipkuy.xyz>

References (2021-2023)