

## ABSTRACT

Muhammad Rofi, 14119446

**PENGEMBANGAN APLIKASI TOKO ONLINE BERBASIS WEB  
DENGAN SISTEM REKOMENDASI *DEMOGRAPHIC*  
PADA TOKO UD. ANUGRAH**

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Keywords : UD Anugrah, *Website*, *Toko Online*

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The development of digital technology has brought changes in various sectors, one of which is the business sector. As a company, UD Anugrah has a website application as an online store platform that bridges companies to connect with the digital world. However, the existing website still has various shortcomings. This research aims to develop UD website. Grace by improving user experience to expand marketing capabilities by adding *demographic* recommendation system in the form of ratings, changing payment systems using payment gateway systems and adding delivery service options and live chat features. This research uses the SDLC (System Development Life Cycle) method. Research is carried out by implementation, database creation, user website page creation, admin website page creation, website hosting, and website testing. The results showed that after testing the black box method, the UD website. Anugrah went according to expectations and has fulfilled the initial purpose of creating a website.

Bibliography (2017-2023)