# Website Design For Melsafood Group

**Asep Rizal Nurjaman[1], Aditama Putra[2], Dhea Halimatu Sa'diah[3], Monalisa Purti Rezeki[4], Sandi Yusup Sinaga[5]**

[1,2,3,4,5]Program Studi Sistem Informasi, Institut Teknologi Nasional Bandung

Email : aseprizal@itenas.ac.id

**ABSTRACT**

*Melsafood Group is a store operating in the food and beverage sector, serving customers with two main divisions: catering and baking. The store is located in Tasikmalaya, West Java, and has utilized social media such as Instagram to promote their products. However, to improve marketing efficiency, a digital platform is needed. This research aims to design and build a website for Melsafood Group. This website is designed to help Melsafood Group improve the marketing efficiency of their products through a digital platform. The design process involves gathering requirements through interviews, system analysis, and website implementation based on the Laravel framework. This website provides product catalog features for customers and product management system for admin. Testing was conducted using the UAT (User Acceptance Testing) method to ensure functionality in accordance with user needs. The test results show that the website is able to improve marketing efficiency by reducing the use of physical brochures and facilitating access to product information for customers.*

*Keywords: website, efficiency, UAT, catalog*

# 1. INTRODUCTION

The development of information and communication technology in the current digital era has brought significant changes in various aspects of life, including in the business sector **(Lubis & Nasution, 2023)**. Technology has opened up new opportunities and created new challenges for business actors, including micro, small, and medium enterprises (MSMEs) **(Febriyantoro & Arisandi, 2018)**.

One of the major changes brought by technology is in terms of product marketing. Technology has enabled product marketing to be done digitally, which offers various advantages compared to traditional marketing methods **(Mitraberdaya, 2024)**. Digital marketing can reach a wider, more targeted, more flexible, and more cost-efficient consumer **(Mitraberdaya, 2024)**.

Effective and efficient marketing can also help MSMEs reach a wider range of consumers and increase sales of their products **(Saragih et al., 2024)**. However, many MSMEs still face challenges in marketing their products, especially in terms of offering and promotin products to consumers **(Harianto & Sari, 2021)**. In addition, many MSMEs are still unable to optimally utilize technology in marketing their products **(Setiawan et al., 2023)**. Some of the challenges faced include a lack of knowledge and skills about technology, limited resources, and lack of access to digital platforms **(Setiawan et al., 2023)**.

Traditional marketing methods such as using brochures or pamphlets are often not effective and efficient enough **(Mitraberdaya, 2024)**.This method requires considerable costs for the production and distribution of these marketing materials. The scope of coverage of this method is also limited, because it can only reach consumers who are in the same location or close to the MSME **(Mitraberdaya, 2024)**. In addition, this method is inflexible because MSMEs must create new marketing materials every time there is a change in product or price.

Therefore, a solution is needed that can assist MSMEs in offering their products more efficiently. One solution that can be implemented is to create an MSME menu catalog website. This website will serve as a digital platform where MSMEs can display and promote their products to consumers.

Thus, the creation of this MSME menu catalog website is expected to help MSMEs in streamlining their marketing, increasing their product sales, and supporting their business growth. This project is also in line with the government's efforts in encouraging the digitalization of MSMEs and increasing competitiveness among MSMEs in the digital era.

# 2. METHODOLOGY

The implementation of the Community Service Program (PKM) began with an interview with the owner of Melsafood Group to identify partner needs. The website was designed with a user-friendly and responsive interface, allowing customers to easily access information about Melsafood Group, such as product lists, testimonials from customers, how to place an order, and other relevant information. This website is designed to facilitate efficient customer management. Without having to visit the location, customers can view the available product list directly through the website. Additionally, store owners can advertise their products directly on the website, making the process more practical and time-saving.

## 2.1 Partner Needs Analysis

Website development begins with collecting information from the owner of Melsafood Group to analyze website needs through interviews on Google Meet so that website design can be in accordance with the needs as shown in Figure 1.
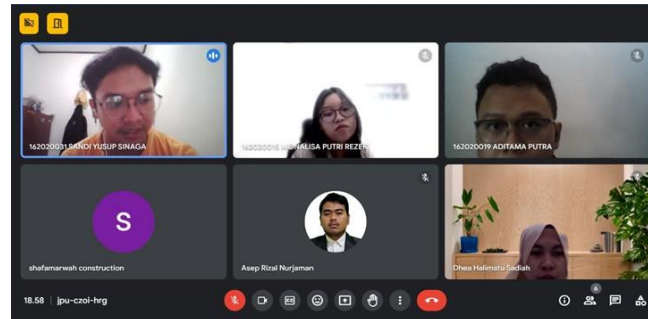


**Figure 1. Partner Needs Interview**

Through the results of interviews conducted, there are several needs desired by partners. The following is a list of needs proposed by partners in making websites:

a.  The website can display a list of products in the form of product names, descriptions, and prices.
b.  The website can display products, change products, and delete products. c.   The website can display whatsapp links on each product.
d.  The website can provide features that allow users to directly connect to whatsapp when clicking the whatsapp icon and can directly connect to google maps when clicking the location icon.

## 2.2  Design, Implementation and Testing

Melsafood Group website uses laravel framework with PHP, Javascript and HTML programming languages. Melsafood Group website design consists of front-end, back-end and UI/UX Design. The design is done on the front-end on the user and admin side which consists  of  website  page  layout, dropdown, card, header, footer and so on.   While the back-end design of the website includes developing, storing data, and managing communication between the website database and hosting.

After the design process is complete, the implementation (coding) stage uses the Laravel framework. Next, the website that has been implemented will be tested to test the features that have been implemented. The testing process that has been carried out will be continued with the submission of the website to the Melsafood Group.

## 2.3  Application Flow

In making the Melsafood Group website, there are several activities made in the form of a block diagram in Figure 2. In the input section, there is a block of collecting needs from partners, namely the owner of Melsafood Group, which aims to make a website according to their needs and desires. In the process section there are several blocks that can be described as follows:

a.   UI/UX Design
     In this process by designing the  appearance  of  the  admin  and  guest  websites  in accordance with partner requests, this part is done by UI/UX designers.

b. Implementation

In this process, the website is made or implemented based on the design results that have been made by UI/UX. The front-end programmer works on the display while the back-end works on the database.

c. Testing

In this process, the website that has been created or implemented will be tested with all features. Features are tested to find out whether the features can be used properly without bugs, so that the website can be declared feasible.
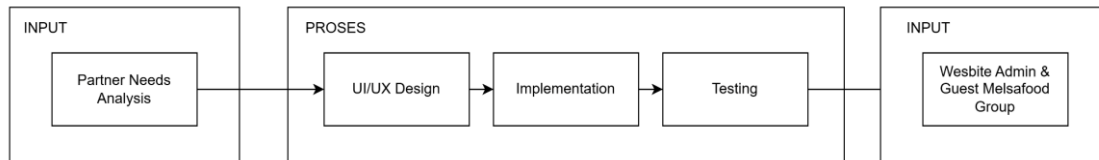


**Figure 2. Block Diagram**

## 3. RESULTS AND DISCUSSION

In this activity after designing the next stage is implementation which is described as follows:

### 3.1 Home Page

This home page displays several sections such as menu choices between cakes and catering, several product images, and testimonials from several customers.
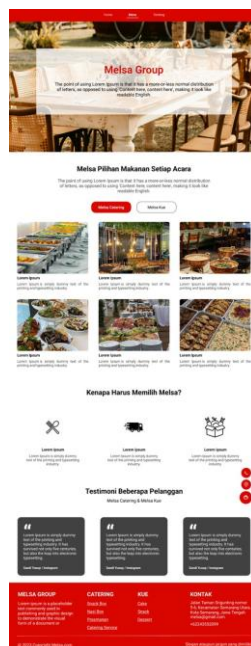


**Figure 3. Home Page**

### 3.2 Melsa Kue Catalog

This page displays information about the product such as product name, price, and a brief description of the product on products included in the cake category.
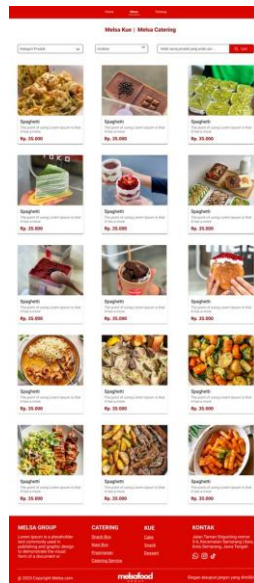
**Figure 4. Melsa Kue Catalog**

### 3.3 Melsa Katering Catalog

This page displays information about products such as product name, price, and a brief description of the product on products included in the cake category.
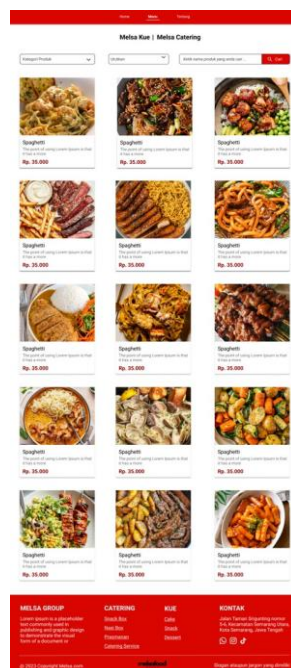


**Figure 5. Melsa Katering Catalog**

### 3.4 Product Details

On this page each existing product will display details of the product such as product name, product price, and description of the product.
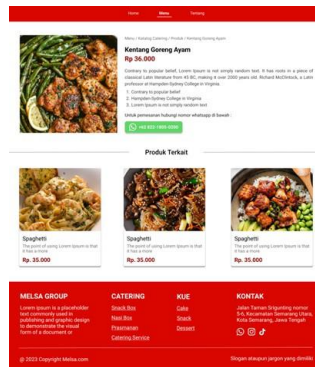
**Figure 6. Product Details**

**3.5 About**

This page displays the procedure for ordering products in the Melsafood group.



**Figure 7. About**

## 4. CONCLUSIONS

The creation of this menu website for Melsa Food Group MSMEs has successfully achieved some of the main objectives expected. This website is intended to provide clear and easily accessible information about the products and services offered by Melsa Food Group. With a responsive design, the site can be accessed from various devices, ensuring an optimal user experience. A product catalog that has been integrated with admin contacts has increased the visibility and accessibility of this Melsa Food Group MSME. This website can also help streamline the process of offering products to customers.

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