

## ABSTRACT

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*Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in economic development, including the MSME sector of Wonderful Rotan in Jambudipa Village, Cisarua, West Bandung Regency. Under the leadership of Mr. Agus Riki since March 2022, this MSME specializes in producing woven rattan crafts based on both natural and synthetic materials. Its products include flower vases, rattan plates, rattan chairs, laundry baskets, and more. Despite offline sales at the store and the Mercure Nexa Supratman Bandung stand, Wonderful Rotan MSME still manages transactions manually. This leads to difficulties in calculating daily and periodic sales values and managing valid stock. To address these issues, a web-based application was developed, following the accrual accounting principle, for recording rattan product sales transactions. The application was built using PHP programming language and Laravel framework, and it followed the Software Development Life Cycle (SDLC) method. The application underwent testing using the black box testing method. This step was taken to make Wonderful Rotan MSME more efficient in sales record management and to organize sales transactions more systematically, providing a solution to the challenges faced by Wonderful Rotan MSME.*

*Keywords: MSME, Web-Based Application, Sales*