

ABSTRACT

**WEBSITE-BASED BATIK SALES DESIGN USING
SCRUM METHOD**

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At this time the inability of stores to fully exploit the potential of online marketing can result in loss of market share. Manual input and output of batik data also results in less than optimal service, causing customers to come to the shop in vain because the batik stock they want may no longer be available or run out. To overcome this problem the author created a website-based batik sales design. This research method uses the Scrum method. This research also involves blackbox testing to evaluate and test to show that all features on the website can be run according to system specifications. The results of this research succeeded in designing and building a website-based batik sales system to make it easier for shops to sell their batik products online.

Keywords: Batik, MySQL, PHP, Scrum Method, Website