

## **ABSTRACT**

*Data management and analysis outside of the WordPress platform is often an essential need for users for various purposes. However, users are faced with significant limitations due to the limitations of WordPress' native export feature, where data cannot be exported flexibly to spreadsheet format. This results in time-consuming manual processes and decreased productivity and efficiency in data processing work. To solve this problem, a custom data export feature has been improved through the use of PHP and MySQL, in combination with a PHP Excel library to generate files in Excel format. The solution to this problem is designed with a user-friendly interface, allowing data export dynamically based on certain criteria that can be selected by the user. The development stages include requirements analysis, architecture design, implementation, and functional testing. The result of this project is a feature that is fully functional and accurate according to the specifications that have been set. Based on testing, this feature proved to be successful in exporting data correctly, so the goal of providing an efficient tool, saving time, and increasing user productivity in data management has been achieved.*

*Keywords: WordPress, Data Export, Excel, MySQL, PHP*