ABSTRAK

RANCANG BANGUN *MARKETPLACE* PENJUALAN JAJANAN DAN MAKANAN DI LINGKUNGAN KAMPUS DAN MAHASISWA (STUDI KASUS FAKULTAS TEKNIK UNSOED)

Marketplace merupakan sebuah website atau aplikasi online yang memfasilitasi proses jual beli dari berbagai toko, dimana calon pembeli dan penjual bertemu untuk melakukan transaksi secara elektronis melalui media internet. Mahasiswa Fakultas Teknik banyak yang melakukan kegiatan kewirausahaan, hampir semua organisasi kemahasiswaan yang ada di Fakultas Teknik Unsoed memiliki bidang atau divisi khusus kewirausahaan. Penjualan dilakukan digedung perkuliahan menggunakan konsep kantin kejujuran dimana transaksi jual beli mengandalkan kejujuran pembeli dan pedagang hanya perlu menaruh produknya di meja kantin kejujuran, adapun masalah yang sering terjadi yaitu jumlah uang yang di peroleh pedagang tidak sesuai dengan hasil yang seharusnya. Berdasarkan hal tersebut maka dilakukan penelitian "Rancang Bangun *Marketplace* Penjualan Jajanan dan Makanan di Lingkungan Kampus dan Mahasiswa (Studi Kasus Fakultas Teknik Unsoed)" Tujuan dari Penelitian ini adalah merancang sistem penjualan berbasis web yang dapat mempermudah mahasiswa dan masyarakat sekitar kampus dalam melakukan transaksi penjualan dan pembelian, sehingga proses penjualan bisa dilakukan secara efisien dan meningkatkan nilai penjualan bagi para pedagang. Bahasa pemrograman yang digunakan pada penelitian ini bahasa pemrograman PHP native, basis data yang digunakan *MySQL*, dan metode pengujian yang digunakan *Blackbox* dan *Mean Opinion Score* (MOS). Hasil pengujian sistem berdasarkan pengujian MOS 82% responden menyatakan bahwa sistem marketplace membantu dalam proses transaksi jual beli produk, dan hasil pengujian sistem menggunakan *blackbox* sistem berjalan dengan baik sesuai ketentuan pengujian sistem.

Kata kunci: *Blackbox, Marketplace, Pedagang, Waterfall.*

ABSTRACT

DESIGN AND BUILD MARKETPLACE FOR SALES AND FOOD IN A CAMPUS AND STUDENT ENVIRONMENT (CASE STUDY OF UNSOED FACULTY OF ENGINEERING)

Marketplace is a website or online application that facilitates buying and selling processes from various stores, where prospective buyers and sellers meet to have transactions electronically via the internet. Students in The Faculty of Engineering also do entrepreneurial activities. Almost all student organizations in the Faculty of Engineering Jenderal Soedirman University have special fields or divisions of entrepreneurship. Sales are carried out in lecture buildings using the concept of an honesty canteen where buying and selling transactions rely on the honesty of buyers and traders only need to put their products on the honesty canteen table, as for the problem that often occurs, namely the amount of money earned by traders is not in accordance with the results it should be.Based on this, the researcher decided to make a study entitled "The Design and Build of The Marketplace Sales of Snacks and Food in Campus and Student Environment (Case Study of the Faculty of Engineering Jenderal Soedirman University)" using the PHP programming language, MySQL database used, and the waterfall development method. The purpose of this research is to design a web-based sales system that can help to make it easier for students and the community around the campus to have transactions, so that the sales process can be carried out efficiently and increase sales value for traders. The test method used by Blackbox and MOS (Mean Opinion Score) proves that 82% of the respondents stated that the marketplace system helps them in the process of buying and selling products and the results of system testing using the blackbox system run well in accordance with the system testing provisions.

Keywords: *Blackbox, Marketplace, Traders, Waterfall.*