

ABSTRAK

SISTEM INFORMASI PENJUALAN COKLAT SULAMINA KHAS KEPULAUAN SULA (SANANA) BERBASIS *ANDROID*

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Penelitian ini menyelidiki permasalahan dalam pengelolaan penjualan coklat sulamina di wilayah Kepulauan Sula, khususnya terkait keterbatasan akses pelanggan terhadap informasi produk coklat. Metode pengembangan sistem menggunakan bahasa pemrograman *Dart* dan *framework Flutter* untuk aplikasi *Android* guna meningkatkan kualitas antarmuka pelanggan. Sementara itu, antarmuka *admin* dibangun dengan *HTML*, *CSS*, *PHP*, dan *JavaScript* untuk memastikan kontrol yang optimal dalam manajemen produk. Hasil penelitian menunjukkan bahwa solusi yang diusulkan berhasil mengatasi kendala akses informasi. Pelanggan sekarang dapat dengan mudah menjelajahi dan membeli coklat sulamina, memberikan kontribusi positif pada pengalaman berbelanja mereka. Melalui pendekatan ini, penelitian tidak hanya menangkap esensi permasalahan, tetapi juga memberikan solusi konkret dengan menerapkan teknologi terkini. Implikasinya bukan hanya pada peningkatan operasional bisnis lokal, tetapi juga dalam membuka potensi pasar yang lebih luas dan meningkatkan daya saing produk coklat sulamina di tingkat regional.

Kata kunci: Penjualan, Cokelat Sulamina, Sistem Informasi, *Android*.

Abstract

INFORMATION SYSTEM FOR SALES OF SULAMINA CHOCOLATE TYPICAL OF SULA ISLANDS (SANANA) BASED ON *ANDROID*

Amidst the rapid development of technology and information systems, there are challenges for local products, such as Sulamina chocolate from Wainin Village, North Sanana District, Sula Islands, North Maluku. Even though Sulamina chocolate has a unique and distinctive taste, marketing is still limited, mainly due to minimal promotion and a manual ordering process. An ordering process that only involves local residents or tourists who come directly to the factory location is an obstacle in increasing buyer interest and introducing the product more widely (Sanana is the capital of the Sula Islands Regency). In this context, this research aims to overcome this problem by utilizing development of an Android-based sales information system. Through the development of an Android-based application, it is hoped that it can increase the attractiveness of Sulamina chocolate products, facilitate the ordering process, and effectively introduce the product to the wider community, including regions throughout Indonesia. Therefore, the title of this research is "Sulamina Chocolate Sales Information System Typical of the Sula Islands (SANANA) Based on Android." It is hoped that this research can provide innovative solutions to improve marketing and sales of local products in the current digital era.

Keywords: Sulamina Chocolate Sales Information System