

ABSTRACT

At this time, technological developments can be felt in various aspects of life, one of which is in the field of business marketing. However, there are still many MSMEs that have not maximized the use of technological developments. Therefore, the author created an online shop website system as a digital marketing strategy for the Pas Leather student UMKM business. The website system was developed with CMS Wordpress using the waterfall method. The results of the website system being tested using the user testing method prove that users can access the website and add products to their cart. The testing questionnaire with Likert scale assessment standards was distributed to MSME actors as sellers and buyers around the Surakarta area. The results of the Kamanesia website system test received a score of 79.5% which is in the good category.

Keywords: Online store, WordPress, WooCommerce, waterfall method.