

ABSTRACT

This final project discusses the design and development of an online sales platform for AMUVI, a craft business utilizing wood waste. In the digital era, businesses must adapt by expanding market reach through integrated digital systems. AMUVI previously relied on offline and social media sales, which limited customer access. To overcome this, a CMS-based website using WordPress was developed, featuring product catalogs, reviews, shopping carts, online payments, and order tracking. The research applies qualitative methods such as interviews and observations to gather user requirements. The result is a functional and user-friendly website that enhances customer experience and market penetration. System testing and user feedback show that the platform effectively supports Amuvi's business goals. This project contributes to sustainable business practices and the digital transformation of local crafts.

Keywords : AMUVI, CMS, WordPress, e-commerce, wood craft, digital transformation.