

ABSTRAK

PT Pertamina Patra Niaga Regional Sumatera Bagian Selatan mengelola sekitar 1.300 mitra Pertashop, namun proses pengolahan data realisasi penjualan dan pemantauan dokumen kemitraan masih menggunakan *Microsoft Excel* dan komunikasi melalui *WhatsApp*, sehingga belum terintegrasi secara optimal. Penelitian ini bertujuan untuk merancang dan membangun aplikasi berbasis *website* guna mengefisienkan pengolahan data realisasi, menyajikan analisis performa mitra secara otomatis, serta memusatkan proses verifikasi dokumen legalitas. Pengembangan sistem menggunakan metode *Waterfall* yang mencakup tahapan analisis kebutuhan, perancangan, pembangunan, dan pengujian, dengan bahasa pemrograman PHP *framework* Laravel dan MySQL sebagai sistem manajemen basis data. Hasil penelitian berupa aplikasi yang mampu mengolah data realisasi penjualan secara otomatis melalui fitur *import* berbasis *spreadsheet*, menampilkan visualisasi tren dan klasifikasi status kepatuhan mitra secara *real-time*, serta menyediakan ruang kerja digital terintegrasi untuk pengunggahan dan verifikasi dokumen dilengkapi fitur pelacakan status dan pengingat batas waktu. Pengujian *Blackbox Testing* terhadap tiga entitas pengguna, yaitu Admin, Sales Area, dan Pimpinan, membuktikan bahwa seluruh fitur berfungsi dengan baik tanpa kendala teknis, sehingga sistem ini layak diimplementasikan untuk meningkatkan efisiensi, efektivitas, dan transparansi pemantauan kemitraan Pertashop.

Kata Kunci: Pengolahan Data, Realisasi Penjualan, Pertashop, *Framework* Laravel, Metode *Waterfall*.

ABSTRACT

PT Pertamina Patra Niaga Regional South Sumatra manages approximately 1,300 Pertashop partners, however, the process of managing sales realization data and monitoring partnership documents still relies on Microsoft Excel and WhatsApp communication, resulting in a lack of optimal integration. This study aims to design and develop a website-based application to streamline the sales realization data processing, automatically present partner performance analysis, and centralize the legality document verification process. The system was developed using the Waterfall method, encompassing the stages of requirements analysis, system design, construction, and testing, with PHP Laravel as the programming framework and MySQL as the database management system. The outcome of this research is an application capable of automatically processing sales realization data through a spreadsheet-based import feature, displaying real-time trend visualizations and partner compliance status classifications, as well as providing an integrated digital workspace for document uploading and verification, equipped with status tracking and countdown timer features. Blackbox Testing conducted on three user entities, namely Admin, Sales Area, and Leader, confirmed that all features function properly without any technical issues, making the system feasible for implementation to improve the efficiency, effectiveness, and transparency of Pertashop partnership monitoring.

Keywords: Data Processing, Sales Realization, Pertashop, Laravel Framework, Waterfall Method.