

## ABSTRACT

*Sagalashop is an MSME (Micro, Small, and Medium Enterprises) founded by students in 2021 and is engaged in the fashion sector. At first, Sagalashop SMEs experienced limited time constraints in promoting their products. The online sales media used to introduce Sagalashop MSME products use social media, and the sales and product management activities carried out by Sagalashop MSME products are currently not well managed. To develop the marketing and sales process, a website was created using a CMS, namely WordPress. The use of WordPress in the design of this website because of the various functions and features available in the WordPress CMS makes WordPress suitable for developing any project, be it a personal blog or an eCommerce website. WordPress is beneficial in creating an E-Commerce website because we can customize the appearance and save product lists with the available plugins. This website design uses WordPress CMS and other supporting software such as web hosting and Google Chrome Browser. The method used in designing this website is the Waterfall method. This website's design focuses on delivering information related to products from Sagalashop SMEs and E-Commerce that are useful for online buying and selling processes. The results of this study are in the form of an E-commerce website and have gone through black box testing.*

*Keywords: CMS, E-commerce, MSME, Website, Wordpress.*