**ABSTRACT**

The tire sales industry is growing quite rapidly and has become one of the basic needs in carrying out personal and business transportation. PT Goldfinger Wheels Indonesia has an important role in supporting the economic growth and tire sales industry in Indonesia. As a company engaged in the tire sales business, their main focus is on selling tires for truck vehicles. Located in the city of Balikpapan, precisely on Jalan Soekarno Hatta KM 6, Graha Indah, Balikpapan, East Kalimantan, PT Goldfinger Wheels Indonesia shows its commitment to the procurement of truck tires.

In running a tire sales business, PT Goldfinger Wheels Indonesia does not only focus on making sales, but also involves business recording and management activities. Although PT Goldfinger Wheels Indonesia and other entrepreneurs strive to perform record-keeping and business management of tire sales, unfortunately, they face significant obstacles in the process. One of the main obstacles faced is the large volume of data that needs to be recorded, which ultimately results in inconsistent accuracy and regularity of the recording process.

Based on the findings of the above problems, the idea arose to create a website that could help make it easier for PT Goldfinger Wheels Indonesia to record sales transactions, accounts payable and receivable data. The recording is expected to help tire sales business people conduct business analysis and management.

Based on the results of the testing through several tasks given, followed by a questionnaire regarding the implementation of these tasks based on each role. It is concluded that this tire sales business management information system website could help and facilitate the company.