ABSTRACT

DEVELOPMENTWEBSITE E-COMMERCE BOUTIQUE STORE IN BATAK BANDUNG

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Batak Boutique is a store which is engaged in the sale of apparel such as t-shirts, shirts, jackets.Batak boutique itself has regular customers, both in the city itself as well as outside the city. The process of buying and selling their own procedures still apply conventional shopping where consumers come to the store Butik Boutique.To reach a wider consumer that is not restricted by time and place, the Batak Boutique also anxious to take advantage of today's technological advances in marketing and sales strategies by implementing E-Commerce.

E-commerce is one of the utilization of information technology in trade. E-commerce or electronic ecommerce can be interpreted as a buy-sell transactions are done through electronic media. Application of e-commerce on this Batak Boutique process master data, purchasing data and sales reports.Product purchases made online using Paypal as well as providing trading facilities through bank transfer method. E-commerce website is equipped with Security Socket Layer (SSL) technology to provide security guarantees to the consumer and the employer. The method used in the construction of this application is the waterfall method.

After testing the alpha and beta can be concluded that the functional applications can produce output that is expected to expand media dissemination, facilitate consumers in the process of purchasing the product, provide convenience for the Batak Boutiques in making the report.

Keywords: e-commerce, Secure Sockets Layer