ABSTRACT

Obelix is a distribution company engaged in the sale relating to the manufacture and sale of apparel and accessories. The author has shown that companies do not provide product sales through the Internet or often referred to as Web-based sales. The company was only able to serve the transactions made by consumers to come directly to the location of the company, and the methods of promotion are carried out in the local area, and has not reached to the affected areas or other big cities in Indonesia

To handle this, the authors build a sales system based on the Web by using prototype method. The data collection methods used were interviews and observation. The method the author uses a systems approach is to use a structured approach, using several tools such as Flowmap, Context Diagram, DFD, data dictionary, normalization, and ERD, whereas for system development use prototype method. Support software used are PHP, XAMMP, and the MySQL database as a builder of programs.

With the Sales Information System Web-based system, which connects to the database, will greatly facilitate data processing of goods for sale and will greatly assist in marketing the product, as any information provided to consumers will be more rapid, accurate, and certainly with a very low cost.

Keywords: Web, sales, information systems, marketing