ABSTRACT

APPAREL SALES INFORMATION SYSTEM BASED ON WEB AT DISTRO SAVANNAS BANDUNG

Distro Savannas is a company engaged in the field of sales of goods such as t-shirts, jackets, sweaters, and pants. Distro Savannas are currently located in bandung and already have enough customers and still use media promotion by word of mouth and sales System is still through the media or require a cellular consumers comes directly into distro savannas. As well as still using manual systems in terms of keeping customer data and sales transactions. To resolve the above issue and to increase sales and expand the marketing of Distro Bandung then need to use the Savannas technology in its marketing and sales strategy by implementing web-based information systems in development. As for the *purpose of this research is ti know the system sales of goods in progress, to make the design of information system for evaluating the sale of goods, the sale of goods, the information system for implementing system sales information in ditro savnnas.*

The method in this research using descriptive method, while the approach method using structured approach and method of developers using the Prototype model. Method of data collection used observations and interviews. The author uses the tools and working techniques, such as flowmap, context diagrams, and Data Flow Diagrams (DFD). Making process by using the software Adobe Dreamweaver CS4, PHP, MySQL database and web server apache.

Research results show that the design of apparel sales information system web-based marketing activities can make easier and broader coverage to the rest of Indonesia by using internet media, provides convenience to the customer to place an order online products and can assist companies in managing product data, product ordering and manufacture data reports as well as minimize the possibility of faster data loss or damage due to the document data is stored in the form of sales transaction files.

Keywords: Information Systems, Distro Savannas Bandung.