ABSTRACT

DEVELOPING E-COMMERCE WEBSITE FOR SALES SANDAL KELOM GEULIS IN CV. KERENLINK

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Growing extent, especially the internet initialization World Wide Web (WWW) or the Web to make the employers realize the potential that can be used as a medium for promotion and sales. Web network is a source of new phenomena that can be used to support a process of promotion and sale of a product from a company. Some of the concept of process innovation and sales promotion can create a web-based interaction between the buyer the seller is not knowledgeable about the time and distance.

Preparation of this essay the goal is to build a web e-commerce sales of sandals kelom Geulis simultaneously assist in the promotion process at the company's CV. KERENLINK. Research Methodology used in the preparation of this essay is the observation, study literature and method waterfall that is one of the data analysis techniques. To design the application to use this method with the design using the analysis of procedural flow map, DFD and ER-D.

Based on the results of the discussion during the research the conclusion is that e-commerce website that has been built to facilitate in the process of promotions and sales, more than that in the case of data processing products and sales transactions the application of this website is very helpful to the company, so that web applications can be used as an alternative in campaigns and product penjulan than with conventional media.

Keywords: web e-commerce, promotion process, the Internet, World Wide Web