ABSTRACT

E-COMMERCE APPLICATION DEVELOPMENT IN IRDY SPORT

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" Irdy Sport " store is a trading company that provides goods such as basketball shoes. " Irdy Sport " store that has a lot of customers both inside and outside of bandung city still apply the procedure of manual or costumer come directly to the store. And manual systems such as recording data and sales transaction. To solve the problem above, increase sales and market share to reach a more knowledgeable then "Irdy Sport " store want to use technology in marketing and sales strategy wich is E-Commerce.

E-commerce is one of the utilization of information technology in trade. E-commerceor Electronic commerce can be translated as a sale and purchase transactions made through electronic media.Using E-commerce is very effective because the system has taken over all operational activities for which this is done manually.

To build an E-commerce application, tools that are used to describe the system model is a diagram alir data (FlowMap), context diagrams, and Data Flow Diagram (DFD), and in the design the database using the data dictionary and Entity Relationship Diagram (ERD).

E-commrce application made, expected to become a promotion media, to help increase sales and decrease the operational costs for companies and make it easier in the process of booking and payment of a product for the consumers because it is done by on-line.

***Key word : FlowMap, Data Flow Diagram, Entity Relationship Diagram, E-Commerce, costumer,* Irdy *Sport, Online*.**