ABSTRACT

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THE DEVELOPMENT OF E-COMMERCE APPLICATION IN BARCELONA SPORT SHOP

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Barcelona Sport shop is a shop that was established in 2007. In terms of marketing their products, this store has some constraints such as difficulty in obtaining consumer information products online. The high business competition that inevitably requires that for updating the system so as not left behind with the other shops. Therefore, to solve the problem in terms of disseminating information on existing products in stores Barcelona Sport, the need for technology in marketing and sales strategies to implement e-commerce.

E-commerce is one of the implementation of Information technology in sales. E-commerce or Electronic commerce can be translated as a sale and purchase transactions are done through electronic media. Use of e-commerce is very effective because with this system of access to information becomes faster.

To develop an E-commerce application, the tools that is used to draw the system model is a flowmap, context diagram, dan Data Flow Diagram (DFD), and in designing basic data uses data dictionary, and Entity Relationship Diagram (ERD).

E-commerce application, which is developed, is supposed to be a promotion media, helps increase the sales and lower the operational cost to the company and ake the customer easy in ordering process and buying a product since it is on-line.

***Keyword** : transaction, aplication, the selling of sport equipment, e-commerce, online.*