ABSTRACT

ESTABLISHING CERAMICS E-COMMERCE SYSTEM FOR UPTD LITBANG KERAMIK PLERED

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UPTD LITBANG KERAMIK PLERED (UPTD Plered Ceramics Research and Development) is an institution that was established by local governments in developing and marketing of ceramic products Plered. It has several ways marketing strategy, for instance held an exhibition every month. This might not an effective way because it needs much time and expenses to promote their products. In addition, the payment that is done directly by the customer to the institution is very inefficient, and its security in any questionable transaction. To solve this problem, the UPTD LITBANG Keramik Plered used technology in marketing and sales strategies by establishing ceramics E-commerce system.

In designing this system, data flow diagrams (FlowMap), context diagrams, Data Flow Diagrams (DFD) was used in drawing system model, while for designing the database used Entity Relationship Diagram (ERD) and data dictionary. For the programming language used PHP with its MySQL database. Payment system that was used for transactions in E-commerce system is an payment online system by using paypal.

Based on testing performed by using the alpha testing Black Box testing and beta testing with a questionnaire based on the satisfaction levels of UPTD LITBANG Keramik Plered parties and customers. Thus, E-Commerce system for this ceramic agency is a good solution in solving the problems that was faced by the Research and Development of ceramic Plered UPTD.

Keywords: E-Commerce ceramic