ABSTRACT

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DEVELOPMENT OF AN E-COMMERCE APPLICATION IN KASEV OUTLET COMPANY

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Kasev Outlet Company is a trading company that provides goods such as accessories, merchandise for gifts or birthday presents, wedding presents, children's toys, etc, for both men or women. Kasev Outlet Company, which is already has many customers both inside and outside the town of Tasikmalaya are still applying shopping procedures manuals or in other words, direct customers to come to this place. Kasev Outlet Company also still applying manual systems such as recording data and sales transaction.

To solve this problem, increasing sales and reach a larger market share, Kasev Outlet Company therefore wants to use technology in marketing and sales strategies by implementing E-Commerce.

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

Based on the results of the study, it is concluded that E-commerce applications can be used as media campaigns, increase sales and reduce operating costs for companies and also can facilitate consumers in making the process of ordering and payment of a product due to be done on-line.

Keyword : System Development, Ssl, Information Technology, Internet, Website.