ABSTRACT

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BUILDING E-COMMERCE APPLICATION AT ISTHISIT CLOTHING COMPANY

by

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ISTHISIT Clothing Company is a company that provides such as teenage's clothing. ISTHISIT Clothing Company that has a lot of customers both inside and outside of Bandung city still apply trading with confesstional procedure that 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 ISTHISIT Clothing Company want to use technology in marketing and sales strategy with the E-Commerce.

The writer uses the method which is supporting the software according to waterfall whereas for data modeling uses the structured method. That is ERD (Entity Relationship Diagram) to illustrating data model and DFD (Data Flow Diagram) to illustrating functional model.

This E-commrce applications can help customers to get information about the products that offered by ISTHISIT Clothing Company, facilitate the customer in the process of ordering a product, and can help to increase sales for the company.