ABSTRACT

DEVELOPMENT ONLINE FASHION MARKET TANAH ABANG MARKET – CENTRAL OF JAKARTA

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Diversity of products offered to the purchaser of each merchant who was in Tanah Abang cause difficulties for buyers to know where the price of products according to buyer tastes. To find the appropriate product is then the customer can simply go to the shops or stalls of merchants one by one.

For buyers outside the city of Jakarta was too far away if you have to go directly to the Tanah Abang market and also for traders is very difficult to market their products to customers far from the Tanah Abang Market, with an application to build a web-based trading, where the application Online Fashion Market has made several facilities that can make it easier to find information about the products offered, and the product you are looking for. Applications Online Fashion Market is also very easy user to search for information there search facility and also assist traders in marketing and managing merchandise online.

Results from research conducted for the construction of Fashion Market Online application is easier traders in marketing their products online also allows traders to manage his wares on the Web Online Fashion Market, and makes it easy for customers outside the city of Jakarta in mncari merchandise in accordance with the wishes without to go to Tanah Abang market.

Keywords: Online Fashion Market, the website.