ABSTRACT

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BUILDING E-COMMERCE APPLICATION AT MAKEHATE SUNDANESE CLOTHING COMPANY

by

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MAKEHATE Sundanese Clothing Company is a trading company that provides goods such as clothing and accessories that combine modern concepts and traditional concept of Sunda. MAKEHATE Sundanese Clothing Company that has many customers both inside or outside the city of Bandung still apply to shop manual procedures such as recording data and sales transaction. To solve the above problems, and improve sales and reach a broader market share MAKEHATE Sundanese Clothing Company wants to use technology in marketing and sales strategies by implementing E-Commerce.

For research methodology software using waterfall method, whereas for data modeling uses the structured method Entity Relationship Diagram (ERD) to describe data models and Data Flow Diagrams (DFD) to describe the functional model.

E-commrce applications can help customers to get information about products offered by the MAKEHATE Sundanese Clothing Company, enabling customers in the process of ordering a product, and can help increase sales for the company.