ABSTRACT

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BUILDING DESIGN OF WEB BASE E-COMMERCE APPLICATION USE MACROMEDIA DREAMWAVER AND MACROMEDIA FLASH IN SHIVERWEAR CLOTHING

by

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ShiverWear Clothing is a trading company that provides goods include men's and women's clothing. ShiverWear Clothing that has a lot of customers both inside and outside of bandung city still apply the procedure of manual or 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 ShiverWear Clothing want to use technology in marketing and sales strategy wich is E-Commerce.

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

Based on research results concluded that the application E-commrce who made this can be a media campaign, to help increase sales and reduce operating costs for companies and consumers to facilitate the ordering process and payment of a product because it is done on-line.