ABSTRACT

Blindfold Shop Bandung is a company that move in the production and sale of clothing such as selling clothes, jackets, hats and other accessories. But in terms of sales process in this ditro is still do manually, such as in the manufacture of product data, product demand, selling transaction and selling reports are still do manually by recording on selling invoices and ledgers, this happens because in this Blindfold Shop does not have an information system that supports the process of selling of products, resulting ineffective and inefficient performance of the company, and to market and to introducing the products to the general public has not had a promotion media that could include a expansiver market. Utilization of information technology in the form of information systems can be utilized to increase company performance in terms of the selling process and utilization of internet technology in this regard will be very useful for Blindfold Shop because the internet can cover a wide market in order to introduce and to promote the available products in this Blindfold Shop.

The method used in this design of information system based structured approach. In the implementation phase of system development, author used the Prototype method, tool used to design the system in the form of Flow Map, Context Diagram, Data Flow Diagram, Data Dictionary, Normalisation, Entity Relationship Diagram, Table Relation and File Structure. Data collection techniques by means of observation, interview and documentation. Meanwhile, the supporting software that used using MySQL as database and programming language HTML and PHP.

The results of this research showed that information system of selling clothes design can assist consumers in accessing information about the product sold, and the implementation of the sales information system is expected the company performance to be better.

Keywords : Sale, information system, internet