ABSTRACT

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APPLICATION DEVELOPMENT E-COMMERCE IN IFIO SHOES STORES

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E-commerce is one usage of information technology in the field of trade. E-commerce or electronic commerce can be translated as a sale and purchase transactions are done through electronic media. Use of E-commerce is very effective because the system has taken over all operations that have been done manually. Ifio shoes store is a trading company that provides goods such as shoes, Ifio shoes store is already have many customers in the city are still applying the offline shopping procedures or direct transacton in the store, to increase sales and reach a larger market share then the store wants Ifio use of technology in marketing and sales strategies by implementing E-Commerce.

In the research will create an E-commerce application, a tool used to describe the system model is a data flow diagram (FlowMap), context diagrams, and Data Flow Diagrams (DFD), as well as in database design using a data dictionary, and Entity Relationship Diagram (ERD), while the programming language used to create this program is a PHP and MySql with Adobe Dreamweaver and assisted tools Wamp

E-commerce applications created the media campaign is expected to become more widespread, helping to increase sales and reduce operating costs for customers in the store also to simplify the process of ordering and payment of a product because it is done on-line.

Keywords: System sales, e-commerce, information technology, sales, reservations and online payments, internet