ABSTRACT

.BUILD E-COMMERCE SYSTEMS IN PICANTO STORE

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Picanto is a company engaged in the sale of shoes and handbags. Sales system used today is the conventional system, ie the buyer must come directly to the store Picanto to view th products offered. With the system will be time-consuming consumers so difficult to get information about product specifications supplied.

E-Commerce or in the Indonesian language which is the spread of electronic commerce, purchasing, sales, marketing goods and services over electronic systems such as the Internet or television, www, or other computer networks. E-commerce can involve electronic funds transfer, electronic data interchange, automated inventory management systems, and automated data collection systems. At this time, the store Picanto not use e-commerce facilities so that the difficulties in offering products to consumers outside the city. It also can result in impacts that affect the process of selling consumer products of ignorance that is out of town for the existence Picanto store. Picanto store sales process will be undertaken only if there are customers who come into the store, while many consumers outside the city can not come or do not know where the store Picanto. With the existence of e-commerce system, the system would require a processing or a good product data management. In addition, these systems also require a security in order to awake from hackers who are not responsible.

To build e-commerce system, a tool that is 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).

With e-commerce is expected to facilitate the consumers to obtain information about product specifications offered by the store Picanto. Picanto store makes it easy to offer or sell its products to consumers outside the city. Consumers who are outside the city can be aware of the existence Picanto shop using e-commerce services are also able to order without having to come to the store. Enable customers to process payments because there are few options in the payment process. Given the processing system or a good product data management and security features, it will support the performance of the system.

Key words: *Website, E-commerce*