ABSTRACT

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BUILDING THE SYSTEM OF E-COMMERCE ON SKIN 2nd CLOTHING COMPANY

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2nd Skin Clothing Company is a trading company engaged in the sale of clothing men and women. Sales are applied to the 2nd Skin Clothing Company store current customers still come to the store to look for goods to be purchased. To solve the problems faced by the 2nd Skin Clothing Company above, increase sales and reach a wider market share then the 2nd Skin Clothing Company wants to use technology in marketing and sales strategies by implementing E-Commerce.

E-commerce is one of the use information technology in the field of trade. E-commerce or electronic commerce can clearly be tranlated as a sale and purchase transactions conducted through electronic media. Use of E-commerce is very effective because the system has taken over all operations that had been done manually.

To build an e-commerce application, a tool used to describe the system model is a data flow diagram (FlowMap), context diagrams, and Data Flow Diagram (DFD), as well as in database design using a data dictionary, and Entity Relationship Diagram (ERD).

Applications E-commerce created is expected to be a media campaign, helping to increase sales and also to simplify the consumer int the process of booking and payment of a product because it is done on-line.

Keyword : E-commerce, Data Flow Diagram, On-line.