ABSTRACT

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APPLICATION OF E-COMMERCE DEVELOMENT WEB BASED AT SHOP LINDA PARCEL

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Linda Parcel is a trading company that provides goods form a unique and interesting gifts. Linda Parcel which already has many customers both inside and outside the city of Bandung is still applying the shop manual procedures such as recording data and sales transaction. To solve the above problems, and increase sales and reach a wider market share Linda Parcel want to use technology in marketing and sales strategies by implementing E-Commerce.

For research methodology software using waterfall method, whereas for data modeling uses the structured method Entity Relationship Diagram (ERD) to describe data models and Data Flow Diagrams (DFD) to describe the functional model.

E-commrce applications can help customers to obtain information about products offered by Linda Parcel, facilitate customers in the process of ordering a product, and can help increase sales for the company.

Keywords: E-Commerce, SSL, Paypal, Website, Internet