ABSTRACT

APPLICATION OF E-COMMERCE DEVELOPMENT AT RINASHOES BOGOR

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Rina Shoes is a wholesale trading company that sells a wide range of products for women's shoes. Based on the results of research in Rina Shoes, sales transactions that took place currently is the buyers come to the store to search for and select items to be purchased, it becomes a problem for buyers at a short distance away from the store. They also said that the lack of promotion to increase sales of their products currently, the buyer only knows the information store from relatives and friends.

Development of e-commerce applications in rina shoes using the technique of data analysis with the software development method waterfall. For the system data stream method use structure method that is using DFD (Data Flow Diagram) in depicting functional model and ERD (Entity Relationship Diagram) to illustrate data model. The software system builder using XAMPP version 1.7.3 and Adobe Dreamweaver CS3. Data security applications using IP-Dedicated and use SSL (Secure Socket Layer). Payment on purchase transactions using paypal and bank transfers.

After passing the stages in accordance with the selected development method hence in implementing e-commerce system has a follow-up examination system which consist of alpha testing and beta testing. Alpha testing use black box testing method that focuses on functional requirements for software, while the beta test is test of field by giving questionnaires to the owners of Rina Shoes as the administrator and the general public as users of the web that contain the questions refer to final destination. After alpha and beta testing, can be deduced that the functional system can already generate the expected output, with the attractive website interface and provides convenience to the user in processing data.

Keyword : E-commerce, Data Flow Diagram, waterfall method