ABSTRACT

APPLICATION OF E-COMMERCE DEVELOPMENT IN THE PHANTOM FEAREVER CLOTHING COMPANY

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E-commerce is one usage of information technology in the field of trade. E-commerce or electronic commerce can be interpreted as a buy-sell transactions conducted through electronic media. Use of E-commerce is very effective because the system has taken over all operations that have been done manually. Phantom Fearever are clothing companies that provide goods such as clothing with a special segment of teenagers, such as t-shirts, jackets, sweaters, hats and others. Phantom Fearever have had many customers, both in the town of Ciamis itself or any other town. The process of buying and selling still apply offline shopping procedures where consumers come directly to the store and also use cash on delivey procedure (COD) to attract local customers in the city. To increase the number of sales and reach a wider market share again, then the Phantom Fearever also eager to take advantage of technological advances of this century in the marketing strategies and sales by implementing E-Commerce.

In the research will be made by application of E-commerce, a tool used to describe the system model is a data flow diagram (FlowMap), context diagram, 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 are expected can created a media campaign that is more widespread, help increase sales and reduce operating costs for companies and consumers simplify the ordering process and payment of a product because it made online using paypal or bank transfer.

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