ABSTRACT

ANALYSIS AND DEVELOPMENT INFORMATION SYSTEM OF SALES WEB-BASED IN OPTIK KRIDA BANDUNG

by

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Optik Krida *is a company engaged in the sale of products vision aids, such as eyeglasses, lenses, softlens, frames, and others.* Optik Krida *which now has branches in several major cities in Indonesia and already have many customers still rely on promotions in the conventional manner ie through the provision of brochures and sales of its products only through direct sales system. And still uses a manual system in terms of customer and transaction data recording sales. To solve the problem above and to increase sales of fiber to expand the marketing of* Optik Krida *it is necessary to use the technology in its marketing and sales by implementing a web-based information systems in development.*

The method in this research using descriptive method, whereas the approach used is a structured approach and method developers use the Prototype model. Method of data collection used observations and interviews. The author uses the tools and working techniques, such as flowmap, context diagrams, and Data Flow Diagrams (DFD). Making process by using the software Adobe Dreamweaver CS4, PHP, MySQL database and web server apche.

The software is built to be able to maximize product sales of Optical Activities and empower consumers in conducting transactions because of the ordering process online.

Keywords: Information Systems, Order Products, Optik Krida.