ABSTRACT

When the writer conducted a study on methods of sales and reservations Knitting textile products on pada *PT.KUKUH TANGGUH SANDANG MILLS, writer found that firms did not provide sales service and product ordering via the internet or commonly referred to by the term e-Commerce (Electronic Commerce). Promotion by CV method.* pada *PT.KUKUH TANGGUH SANDANG MILLS only with news paper and brought some samples of products to its customers. However, this is less efficient again in the days of today's sophisticated technology.*

For simplify in the process of delivering information and improve effectivities in the field of sales promotion and booking, and reach a wide market, providing convenience to its customers in obtaining information, to make ordering products online transactions, allowing you to process transactions in the sales and reservation system in pada *PT.KUKUH TANGGUH SANDANG MILLS, that need a web-based computerized system to generate information more quickly and accurately. Methods used in designing this system is to use the approach (Object Oriented Analysis and Design), prototype development using the tools used to design a system that is UML (unified modeling language.'s ASoftware which is used is visual paradigm, corel draw, photoshop cs4, XAMPP package, Macromedia Dreamweaver 8.0, as the development and documentation of programs and reports. It need a web-based computerized system to generate information more quickly and accurately.*

Designed system in pada *PT.KUKUH TANGGUH SANDANG MILLS Bandung is an information system sales and reservations with Web-based or online. the writer hope this system can reach wide market and unlimited because it can be access by all people throughout the world, so it can make the process of selling / buying, as well as the computerized system that can facilitate the processing of data in the sales and booking process.*

Keywords: Sales, Purchase, Website.