ABSTRACT

Internet are global commucation system with connecting computers and computers network around the world. Nowaday, internet become one of information technology sector which developed very fast. As we can see from the increasing of internet user, because internet has become maintenance for everyone. To increasing its shoes sell, Ganda Indah Buana Shop are kept promoting product to people, the lack of promotion medium are affecting sells level which causing sell target are not gained. To handle that problems, then to contruction website are builted by mediator such as internet.

In this system development, writer are using prototype method which its system analysis and design are using context diagrams, DFD, data dictionary, table and ERD relation.

Built website promotion and online sales are prioritized on the sales side, but it also covers the promotion and booking online. So the main purpose of the construction of the website is none other than to increase sales, while on the other side of the website is expected to enable customers to access the products of shoes and shoe orders for products, promotional products can be so widespread and accepted by society.

Keyword : shoes, promotion, sales, website.