ABSTRACT

SYSTEM OFFERS ONLINE PRINTING SERVICE WITH THE CONCEPT OF BUSINESS TO CUSTOMER IN SONYA PRINT

By

Glady Reza Syailendra
10108709

Sonya Print is a printing services and screen printing company either paper or plastic that stood since 2002 until today. Sonya Print has the desire to expand its business until the exit area of Bandung. Sonya Print undergone many obstacles such as huge cost required to open a new branch, the media promotion of the service is still manual so that made it difficult to get repeat customers, and the lack of media booking transaction on Sonya Print.

To overcome these constraints, then the built System Offers Online Printing Services By Business Concept To Customer (B2C) in Sonya Print, with the modeling software used is the method of Waterfall. For the method of data flow System Offers Online Printing Services uses a structured method which is using Data Flow Diagrams (DFD) in depicting functional model and Entity Relationship Diagram (ERD) to illustrate data model. System Offers Online Printing Services uses two ways of payment, ie payment via transfers between banks accounts and via paypal. System Offers Online Printing Services uses the IP-Dedicated and Secure Sockets Layer (SSL) as a security system.

Based on the results of research and testing done on the alpha and betha System Offers Online Printing Services By Business Concept To Customer (B2C) in Sonya Print, conclude that the presence of System Offers Online Printing Services this, Sonya Print can expand network of business and increase chance to get customers, customers who are outside the city can still make transactions without having to come to Sonya Print Direct, the customer becomes easy to get precise information about Sonya Print services and products, increasing media ordering and transactions, and may reduce the need for working capital without having to open The new branch, so the cost does not grow proportionately with the growth of the business.

Keyword : *Printing, Waterfall.*