ABSTRACT

DEVELOPMENT OF WEB-BASED E-COMMERCE APPLICATIONS IN KANARA BOUTIQUE SURABAYA

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Kanara Boutique was established on January 1, 2009 located at the Regency Keputih housing block F-33 (near Bumi Marina Mas and Dian Regency), Surabaya, East Java, Indonesia. Kanara Boutique was born and brought the concept of "Be The Only Owner Of Yours". By prioritizing the limited clothing products, and provides a wide range of personalization which of course can be tailored to the wishes of each customer. This creates a high distinctiveness so that every consumer gets a good quality products.

E-Commerce is defined as the process of buying and selling of products, services and information that will be conducted electronically by using computer networks like the Internet. E-commerce applications in Kanara boutique processing of master data, purchasing data and sales reports. The transaction buying product made as online by using the Paypal so willing facilities in transaction by transfer method with means of Bank.

The tools used to describe the system model is a form of data flow diagrams (Flow Map), context diagrams, and Data Flow Diagrams (DFD), as well as in database design using a data dictionary and Entity Relationship Diagram (ERD).

After alpha and beta testing we can conclude that the functional application can produce output that is expected to facilitate the customers in the process of purchasing goods and convenience to the Kanara member Boutique in data processing and sale of goods.

Keywords: Trade, sales, marketing, processing, e-commerce