ABSTRACT

THE DEVELOPMENT OF ONLINE MARKETING AND SALES SITE IN CV DARUSSALAM

By:

TITO SEPTIAN PRAKOSO
10107171

CV. Darussalam is a company providing equipment for animal farming purpose. The current system running in this company uses a direct way of purchasing and ordering by coming to the company and/or by telephone. The payment method is only made by cash or bank transfer. Besides, the promotion of products made by spreading the price list to partner who is potentially require CV Darussalam product.

To overcome the raising problems, the e-commerce application will be built by using waterfall method. This method consists of several stages: software engineering, systems analysis, systems design, systems implementation, systems testing and systems maintenance.

This web-based application enables the customers to held transaction 24 hours anywhere and anytime they would. The application is also featured by a well-guaranteed data safety including offline (through bank transfer) and online payment option through payment gateway such as Paypal.

Based on the result of alpha and betha testing to e-commerce application built in CV. Darussalam, it is concluded that the application provides conveniences for customers to purchase and have a transaction safely, and get a clear information of products offered by CV. Darussalam.

Key Words: E-Commerce, Waterfall, Paypal, CV. Darussalam, Online