ABSTRACT

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E-COMMERCE WEBSITE DEVELOPMENT OF YOYO SPORT SHOP

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Yoyo sport is a shop that specialized in sales of sport equipments and accessories which been established since 2005. In selling its product, this shop has its own obstacle such as coverage limited marketing,limited information online gathered by customers, techniques to promote the goods were deemed less than optimal and difficulties in managing report of transaction data. As the competition getting high, its automatically pushes Yoyo Sport to rearrange the system to get compete with the others.

To solve these issue, technology is a must required in sales marketing strategy by implementing electronic commerce or also known as e-commerce. E-commerce can be described as a transaction between buyer and seller that takes place on electronic or online medium. The use of e-commerce website can expand the marketing scope of Yoyo Sport stores because customers can be accessed anywhere and anytime as long as connected to the Internet network.

The modeling analysis on this website construction is done by structured analysis which supported by Flowmap, Entity Relationship Diagram (ERD) and to describe the process diagram it uses Data Flow Diagram (DFD)

Based on the result of blackbox testing using a method that consists of alpha and beta testing it can conclude that Yoyo Sport e-commerce website can help expand the marketing scope of Yoyo's Sport store, help the customer to do an easy ordering and product payment since it is done online, improve the efficiency and effectiveness in promoting products to consumers and simplify campaign management process report of transaction data.

***Keyword** : sport, transaction, website, e-commerce, online.*