ABSTRACT

E-COMMERCE APPLICATION DEVELOPMENT IN RUMAH BUKU SHOP BANDUNG

by
Samsul Arif
10107263

Rumah Buku is a store that specializes in the sale of products, especially books. In the process of promotion and sales of the book store Rumah Buku Bandung has obstacles, ranging from the promotion and sale of books is limited because it relies on consumers who buy books in large quantities so it does not meet sales targets. As well as the promotion has been done based on product sales was felt not enough to disseminate marketing and product sales.

To overcome these obstacles then built e-commerce application development on Rumah Buku shop in Bandung. With modeling software used is object-based modeling with modeling tools using UML (Unified Modeling Language) and using the CodeIgniter framework builder application using the MVC (Model-View-Controller). The system is web-based, with data security and networking applications is assured, and the automated payment process using a third party ie Paypal account and transfer.

Based on testing done alpha and betha to development of e-commerce applications on the store Rumah Buku Bandung, results to be achieved is that it can help in increasing product sales, can help in the store pomosi House Books and introduced by Rumah Buku Bandung to the public, and can help in disseminating the marketing and sale of books on Rumah Buku shop Bandung.

Keywords : *E-Commerce*, *Website*, *Book*, *Object*