ABSTRACT

E-COMMERCE APLICATION DEVELOPMENT AT SEPHIA BOUTIQUE

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Sephia is a boutique shop that has existed for a long time and until now have many kinds of goods, including clothing. In marketing their products Sephia boutique still market the products in small scope and limited to the relations and business partners only.

To overcome the problems that occurred, then this e-commerce application is built to expand the scope of marketing. Flow Data methods which used is structured method which consists of Data Flow Diagrams (DFD) in describe functional model and Entity Relationship Diagram (ERD) to illustrate data model. Payment process can be done through transfers between bank accounts and paypal. The objectives of the development of e-commerce system is to make buyers easier bought products without have to come directly to the store.

Based on the analysis and testing has been done then it can be concluded that e-commerce information systems is helpful to marketing Sephia Boutique products into remote areas to streamline the time, effort, and money. E-Commerce Information System that has been built is to be used as material for further system development.

Keywords : e-commerce, DFD, ERD, structured model, paypal