# *ABSTRACT*

## *DEVELOPMENT E-COMMERCE APPLICATIONS FOR SALE AND MARKETING PRODUCTS IN MYLY COMPUTER*

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*MyLy Computer is a business entity engaged in the sales of computers and gadgets. Not only local customers, there are many customers come from other cities visiting this store. In the process of product selling, MyLy Computer store still needs the customer to come directly to the store. The development of E-Commerce is currently providing the changes to the sector of business activity that has been executed in the real world into the virtual world. MyLy Computer Stores will try to update the way of selling the products, the dissemination of information about products and product promotion using the Internet media.*

*To overcome the above problems, the E-commerce applications in MyLy Computer will be built using structured methods. in this method there are five stages to develop a software. The fifth stage is the communication, planning, modeling, construction, deployment.*

*This web-based application is useful to enable the customers conducting the transactions up to twenty four hours anywhere and anytime with a guaranteed data security. In addition to, there are two payment options: offline payments by transferring to a bank or online payment by using payment gateways like PayPal.*

*Based on the results of alpha and betha testing of E-Commerce Applications in MyLy Computer store, it is concluded that the application used in this store can assist the process of disseminating information, promotion and sales of the product to be more quickly and accurately. Besides, the application also enable to automating the transaction process, so the process of promotion and sales of the products become more optimal that will impact the business growth and development of MyLy Computer store.*

***Keyword** : E-commerce, structured, web, business*