ABSTRACT

DEVELOPMENT OF E-COMMERCE SITES AT THE CAMERA STORE DH FOTO

by

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DH FOTO is a camera shop that sells secondhand DSLR camera and lens used DSLR. Based on the results of research on DH FOTO camera store, sales transactions that took place today is a buyer comes into the store to search for and select items to be purchased, it becomes a problem for buyers with distance away from the store. They also said that the lack of promotion to increase sales of their current products, the buyer only knows the information store from a friend and photography community.

Development of e-commerce sites on the camera stores DH FOTO use data analysis techniques with methods of the waterfall software development. For the system data stream method use structure method that is using DFD (Data Flow Diagram) in depicting functional model and ERD (Entity Relationship Diagram) to illustrate data model. The software system builder using XAMPP version 1.7.3 and Adobe Dreamweaver CS3. Data security applications using IP-Dedicated and use SSL (Secure Socket Layer). Payment on purchase transactions using paypal and bank transfers.

After passing the stages in accordance with the selected development method hence in implementing e-commerce system has a follow-up examination system which consist of alpha testing and beta testing. Alpha testing use black box testing method that focuses on functional requirements for software, while the beta test is test of field by giving questionnaires to the owners of Rina Shoes as the administrator and the general public as users of the web that contain the questions refer to final destination. After alpha and beta testing, can be deduced that the functional system can already generate the expected output, with the attractive website interface and provides convenience to the user in processing data.

Keyword : E-commerce, Data Flow Diagram, waterfall method