ABSTRACT

**THE USE OF E-COMMERCE WEB BASED
AT D'APPETITE SHOP IN SALES OF WOMEN SHOES**
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E-commerce or electronic trading can be called or e-commerce is the deployment, purchasing, sales, marketing goods and services over electronic systems such as the Internet or television, www, or other computer networks. E-commerce can involve electronic funds transfer, electronic data interchange, automated inventory management systems, and automated data collection systems.

D'appetite is a store that specialized in providing products women's shoes. This store is just getting up, so it must use a method of marketing is good and true in marketing their products to the public. Although the store is relatively new, but already many customers who come to visit this store.

These stores still have obstacles in marketing their products, namely lack of sales. So customers know the difficulty for the latest product information, then e-commerce applications on d'shop this appetite can be one of the best solution. Applications in e-commerce is expected to help stores d'appetite in introducing products, expanding the marketing area, which is expected to increase sales of products that will impact the development of the store.

Keywords: E-commerce, Marketing, Promotion