ABSTRACT

E-COMMERCE APPLICATIONS DEVELOPMENT IN CV NIAGA SARANATAS

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CV. Niaga Saranatas or often called Nahasa is one company that is engaged in the production of bags that can meet market needs for these products. Its production includes bags for seminar, meetings, training and so on. This company has been producing and supplying products to several places, but in the process of transactions that are still in desperate need of a relatively long time, so the transaction flow was walking slowly. Therefore, to solve problems in terms of disseminating information about the products on the CV. Niaga Saranatas need for technology in marketing and sales strategies to implement e-commerce.

Electronic Commerce or the so-called E-Commerce is one part of the E-Bussines in which the business of an enterprise is run electronically. In general E-Commerce can be interpreted as a form of transaction of goods or services where existing processes using electronic media. The use of e-commerce is very effective because the system is access to information becomes faster.

To build an e-commerce application, a tool used to describe the system model is FlowMap, Context Diagrams, and Data Flow Diagrams (DFD), as well as in database design using a Data Dictionary, and Entity Relationship Diagram (ERD).

E-commerce application is made is expected to become a media campaign, helping to increase sales and reduce operating costs for the company and facilitate consumers in making the order process and payment of a product because it is done on-line.

Key words: E-Commerce, online transaction, application