ABSTRACT

E-COMMERCE WEBSITE DEVELOPMENT OF PD EKA JAYA

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PD Eka Jaya is a store that sells climbing gear and camping gear, PD Eka Jaya store is already have some customers in the city that still applying the offline shopping procedures or direct transaction in the store, to increase sales and reach a larger market share then the store wants PD Eka Jaya use of technology in marketing and sales strategies by implementing E-Commerce.

By looking at the above problems, it is necessary in order to resolve system analyzes the problems faced in the current system is running. Data collection method used is by interview, observation, and literature studies. The research method used is descriptive analysis method is the method of research that is intended to gather data that may provide a clearer picture of an object of research and then conducted an analysis of the research object tersebut.Model analysis software used is structured modeling analysis. The tools used are flowmap, ERD (Entity Relationship Diagram) danuntuk describes the process used is DFD (Data Flow Diagram). While the development tool for database applications using MySQL and the programming language used is PHP.

Based on the results of alpha and beta testing, application development can provide an alternative solution to the constraints - constraints that occur in the PD Eka Jaya, simplify processing of products and services and accelerate the process of preparing reports.

Keywords: System sales, e-commerce, information technology, sales, internet.