ABSTRACT

CONSTRUCTING *E-COMMERCE* APPLICATION IN TRAXCOM DISTRO

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Traxcom Zero Seven United Distro or known as Traxcom Distro is a family company founded by H. Erwin in 1996. At the beginning of the establishment, Traxcom sell clothing such as shirts, pants, jackets and other accessories (i.e. hats, wallets and handbags). The company uses direct sales and order through the medium of communication as its sales systems. In promoting its products, Traxcom still use flyers spread over its customers. Still, this system is less effective conveying the information that provides the details of the products available in Traxcom.

The development of *e-commerce* application in Traxcom is a good step to increase sales and to make the process of product promotion easier. Thus, it is expected that the application provides advantages to the company. By using *e-commerce* application in Traxcom, the customers can have an online products purchase.

The design and construction of *e-commerce* application uses *waterfall* method. This method consists of several steps as follows: software engineering, systems analysis, systems implementation, systems testing, and systems maintenance.

Based on the *alpha* and *beta* test results to the *e-commerce* application built in Distro Traxcom, it is concluded that this application helps to increase the product sales, product promotion, and to ease the customers on getting information about the products offered by Traxcom Distro.

Key Words: *E-Commerce, Waterfall*