ABSTRACT

BUILDING E-COMMERCE WEBSITE
IN TB. PURNAMA

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TB. Purnama is a private company which is engaged in selling construction materials based in the city of solo. Until now the material sold by the company number and the variety is very much and complete. The company is still using a conventional system that is still in the conduct of the sale of is products namely information dissemination products sold. TB. Purnama is limited only by salesman alone. Such a way that would bring it own problems, companies become less competitive due to market gained less extensive. To solve the above problems, TB. Purnama require an application to increase sales, enchance the media campaign and reach a broader the market share.

The technology in the marketing strategy using the e-commerce. For research methodology software using waterfall method, for data modeling uses the structured method Entity Relationship Diagram (ERD) to describe data models and Data Flow Diagrams (DFD) to describe the functional model.

E-Commerce website can help customers to obtain information about products offered by TB. Purnama, facilitate customers in the process of ordering a product, and can help increase sales for the company.

Keywords ***:*** *E-Commerce, Website, Internet, SSL, Paypal, TB. Purnama*