ABSTRACT

E-COMMERCE IN

PT. SINAR TERANG NUSANTARA JAYA

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PT. Sinar Terang Nusantara Jaya *is a company engaged in business of selling food and soft drinks. In the process of product sales,* PT. Sinar Terang *still requires costumers to come directly tothe site or contact the company via telephone. The method of payment is only made by cash or bank transfer. In addition, the promotion of product made by spreding a list price to partners who potentially need a product of* PT. Sinar Terang*.*

To overcome the problems that arise, it will be built e-commerce applications by using Waterfall method. This method consists of several steps, namly : software engineering, system analysis, system design, system implementation, system testing and system maintenance.

This application is a web based so that consumers can trade 24 hours anywhere and Anytime, with guaranteed data security and payment options online by bank transfer Or by means of online payment using payment gateways like paypal.

Based on the results of alpha testing and betha of e-commerce application in the PT. Sinar Terang*, it can be concluded taht the presence of these applications can Provide convenience to consumers to make purchases and transact safely and get clear Information about the product offered by* PT. Sinar Terang Nusantara jaya.

*Keywords: E-Commerce,*PT. Sinar Terang , *DFD, Paypal*