ABSTRACT

DEVELOPMENT APPLICATIONS E-COMMERCE ONLINE SALES OF DEMEVIL CLOTHING

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Demevil Clothing is one place that is engaged in selling clothing and accessories for men. At this time Demevil Clothing not yet have a website of information technology products for data processing, marketing and online transactions. To promote sales of its products at this time Demevil Clothing conduct marketing campaigns in a way disseminate brochures, stickers and through magazines.

Development of e-commerce applications on Demevil Clothing online sales is a step to facilitate the management of product data, making a more effective media campaign and make the process of ordering and payment transactions are more instant and easier for customers.

In building applications online e-commerce sales, the used method of Waterfall software development. In this methodology is done several steps to build a software, namely: software engineering, systems analysis, system design, system implementation, system testing, and system maintenance.

Based on the results of testing are expected to e-commerce applications online sales can help companies Demevil Clothing in terms of product data management, streamline product promotion and can provide convenience to customers to make the process of ordering and payment transactions.

Keywords: applications, e-commerce, online sales.