# *ABSTRACK*

## *BUILDING E-COMMERCE APPLICATIONS ON GRUTTY SHOES & BAGS*

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*Grutty Shoes & Bags is one company engaged in the sale and ordering shoes and handbags. Grutty Shoes & Bags now wants expansion of the reach of marketing an promotionscompany. By considering the advantages and services offered by e-commerce and the development of Internet access continues to increase every year. With the building of e-commerce sites Grutty Shoes & Bags will facilitate customers to make reservations and purchase products.Therefore, a site-to-customer business will be built as a test of use of e-commerce in sales and ordering goods transaction. tool used to describe the system model is a form of data flow diagrams (FlowMap), context diagrams, and Data Flow Diagrams (DFD), as well as in database design using a data dictionary, and Entity Relationship Diagram (ERD), use the programming language PHP and uses MySql database. Security in Internet technology is vulnerable to attack by hackers and crackers. So it needed a security protocol that can secure the data that is using SSL (Secure Socket Layer). Secure Socket Layer (SSL) protocol is used for browsing the web safely. SSL acts as a secure communication protocol between the client and server. Results of research conducted in developing e-commerce applications on Grutty Shoes & Bags simplify ordering and purchasing process for customers and can facilitate Grutty Shoes & Bags in making sales reports. In addition, e-commerce applications can also be one part of the marketing media so it can expand market reach Grutty Shoes & Bags.*

***Keywords**: E-commerce, Flowmap, Data Flow Diagrams, Entity Relation Diagrams, Secure Sockets Layer.*