ABSTRACT

DESIGNING WEB-BASED (E-COMMERCE) APPLICATION OF ONLINE SHOPPING IN CV. ELVANA BANDUNG

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CV. Elvana is a family owned company specializing its sales in sports products such as bags, shorts and towel grip. The existing sales system in this company is held in a form of order and purchase through the media of communication, purchases are conducted directly by the customer visiting where the company is located. To promote its products to the customers, CV Elvana is still using photo paper pamphlets. The promotion system still does not reach its maximum peak, due to lack of information providing the details of product offered in this company.

The development of e-commerce application in CV. Elvana is a way to increase the company's selling and to ease product promotion. So, through the development of this application, it is expected that the improvement can give advantage to the company. The existence of the e-commerce application enables the customer to order the product via online service.

To design and build e-commerce application, this research uses waterfall method which consists of several stages as follows: software engineering, systems analysis, systems design, systems implementation, systems testing and systems maintenance.

Based on the results of alpha and betha testing of e-commerce application in CV Elvana, it is concluded that the application can help the product promotion, increasing sales of products, and providing convenience to the customer on obtaining the detail information about the products available in CV. Elvana.

Keywords: E-Commerce,Waterfall