ABSTRACT

BUILDING E-COMMERCE WEBSITE IN TOKO BAROKAH

by

RULLY HARISMAN

10107249

Toko Barokah is a retail company which sells clothing and kebaya. Toko Barokah needs to improve its selling process, especially in shopping and data processing. This can be done by developing e-commerce system, because e-commerce nowadays has been proven to bring impact on business activities that run in cyber world.

Toko Barokah would like to spread information about its product through the internet. Hence, an e-commerce system is developed in structural methods. This e-commerce is a web-based system, so that customer can perform shopping transaction anywhere and anytime safely, because the data security and network application is guaranteed and customer has various payment options whether offline by choosing the preferred bank or online by using payment gateway like PayPal.

The research indicates that during the alpha and beta testing, Toko Barokah e-commerce system is able to help in spreading the information such as product promotion, and also in selling the products quickly and accurately. The system also can automate the transaction process so that the product promotion and selling become more optimal and bring positive impact on Toko Barokah business.

Key word : *e-commerce, online, sells*.