ABSTRACT

DEVELOPMENT OF E-COMMERCE APPLICATION AT ASYSA STORE TASIKMALAYA

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Asysa store is a store that specialized in sales of muslim clothing in the city of Tasikmalaya. To expand the market and attract more consumers, then built e-commerce application at Asysa Store. Development of E-Commerce Application refer to the manual system that is running. Manual system which runs currently in the form of sales are based only on consumers who come directly to the store. In addition, Asysa Store have constraints, ranging from the promotion process and transactions and in preparing reports sales are still done manually so that the report has not been selling well detailed.

E-Commerce offers many advantages compared with conventional ways of marketing. The benefits of e-commerce is that it can increase market share, expand the reach of promotional products, lower operating costs and increase the amount of product sales. The methodology used in constructing this system is using waterfall method. In this method the system requirements must be defined when the initial construction of the system so as to produce a complete design. The tool that is used to describe the data flow in the system is a data flow diagram (DFD), while to describe the conceptual design of the system used entity relational diagram (ERD).

The next stage is testing a system consisting of alpha testing and betha testing. Alpha testing use black box testing methods that focus as the functional requirements of software. Betha testing is field testing by giving questionnaires to employees in the Asysa Store and the general public which contain questions that refer to the final destination. After testing the alpha and betha, it can be concluded that functional systems can already produce the expected output, with the look of the website is quite attractive and provide convenience to the user in processing data.

E-Commerce application that is built is expected to facilitate consumers in obtaining information on the latest products and can order the products online.

Keyword : *E-commerce,* DFD, Metode *waterfal*