ABSTRACT

E-COMMERCE WEBSITE DEVELOPMENT IN VARRAZY DISTRO

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Varrazy is a company engaged in the clothing trade is ready to use. At this time the product marketing activities of this distribution is still done conventionally. On systems running at Varrazy, marketing and promotional activities of products still using banners and brochures. This is not a problem if it does not change the data about the products offered, but in case of data changes, then the company should promote it again. So that will lead to more spending for those activities. With the development of the company, the buyer does not only come from within the city alone. Companies want to make it easier when there are prospective buyers who come from out of town. often there are obstacles in the payment, many customers who want pay with transfers or paypal.

For that needed a solution to solve the above problems. The solution chosen was to build an e-commerce website which might be expected to solve all the problems that exist in current distributions varrazy. In building e-commerce website will be carried out data collection with the collection method used is by interview, observation, and literature studies. The research method used is descriptive analysis method is the method of research that is intended to gather data that may provide a clearer picture of an object of research and then conducted an analysis of the research object tersebut.Model analysis software used is structured modeling analysis. The tools used are flowmap, ERD (Entity Relationship Diagram) danuntuk describes the process used is DFD (Data Flow Diagram). While the development tool for database applications using MySQL and the programming language used is PHP.

Based on the results of alpha and beta testing, application development can provide an alternative solution to the constraints - constraints that occur in varrazy victorius, simplify processing of products and services and accelerate the process of preparing reports.

Keywords: clothing trade, e-commerce website development, flowmap, ERD (Entity Relationship Diagram), DFD (Data Flow Diagram)