ABSTRACT

BUILD E-COMMERCE APPLICATION BASED ON WEB IN IBRAHIM ART

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Ibrahim Art is one of the companies that concern in Jepara furniture industry. Since it first opened in 2000 in Jepara, Ibrahim Art already had many customers. With the current intense competition, the company requires a medium to introduce the company and expand the sales area without the high costs. One of the solutions is making the application web-based e-commerce.

E-commerce is one of the utilization of information technology in the field of trade. E-commerce or electronic commerce can be translated as a sale and purchase transactions conducted through electronic media. E-commerce applications have several advantages, among others, are not limited to space and time, the buyer can easily obtain the needed information about the company and the products offered in a short time without having to come directly to the company, besides the application of e-commerce offers convenience for both parties, either the seller or buyer to be able to make transactions even though they remained in a different place.

To build an e-commerce application, a tool used to describe the system model is FlowMap, context diagrams, and Data Flow Diagrams (DFD), as well as in database design using a data dictionary, and Entity Relationship Diagram (ERD).

E-commerce application is made is expected to become a media campaign, helping to increase sales and reduce operating costs for the company and make it easier for consumers in the online ordering process.

Keywords: applications, Jepara furniture sales, e-commerce, web.