ABSTRACT

E-COMMERCE DEVELOPMENT SERVICES ON HASAN BATIK STUDIO BANDUNG

By

Norman Gusrial
10106474

Studio Hasan Batik Bandung, based on NPWP named CV Hasan of Indonesia, is an industrial house engaged in the production, sales and training of batik. Studio Hasan Batik products than targeted to regular consumers, as well as an art connoisseur to consumers because their products are unique and exclusive. However, their products could also be a mass product for a family or corporate events.

Studio Hasan Batik Bandung located at Jl. East Raya Cigadung 136, Bandung has a specific consumer in the city of Bandung, Jakarta, and partly from abroad. Consumers from outside Bandung they get from activities such as kebatikan they organized exhibitions at home and abroad. But consumers are not continued become customers because of their domicile is not in the city of Bandung.

From the above problems, then Hasan Batik Studio requires a means of promotion of products that provide convenience for consumers without directly coming into the Studio Hasan Batik and can also tap consumers outside the city of Bandung. Studio Hasan Batik Bandung also require a sales tool that can touch consumers outside the city of Bandung which is an e-commerce applications.

Based on the test results can be concluded that the service has been built to help Hasan Batik to introduce its products to consumers and allows customers to order products Hasan Batik because there have been purchases and payments online.

Keywords : *Website, E-commerce, Online*