ABSTRACT

BUILDING AN ON-LINE SALES SITE IN HOME INDUSTRY STOCKERS BANDUNG

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Stockers Home Industry is a screen printing convection industry which also provides goods in the form of shirts, jackets, pants. Products are still sold and promoted manually by spreading flyers and brochures from one 'distro' to another. However, the marketing is still limited only to the distros in Bandung. Therefore Stockers Home Industry intend to expand their market by utilizing Internet technology i.e. using e-commerce website application. With this internet technology, each buyer can order products anytime and anywhere. Because of that reason, an e-commerce application is finally built.

However, security in the Internet technology is very vulnerable to hackers and crackers' attack. Thus, it needs a security protocol that can secure the data. In this case, the security protocol uses SSL (Secure Socket Layer). SSL is a protocol used for browsing the web safely. SSL acts as a secure communication protocol between the client and server. This protocol facilitates the use of encryption for confidential data and helps ensure the integrity of information exchanged between a website and a web browser.

Meanwhile, the software development methodology uses waterfall methodology. In this methodology, there are several steps taken to build a software, namely: software engineering, systems analysis, system design, system implementation, system testing, and system maintenance. By running the stages based on the existing methodology, the application is expected to suit the needs of and be reliable for consumers.

The e-commerce application is able to increase product sales and becomes the medium of information which can facilitate the buyers to see the latest products, without coming to the store directly. There are also some payment preferences such as transfer payment and online payment like paypal.

***Keywords**: e-commerce, Secure Sockets Layer, Paypal*