ABSTRACT

DEVELOPMENT OF E-COMMERCE APPLICATION IN THE CV. DANDY HANDICRAFT RAJAPOLAH TASIKMALAYA

by

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CV. Dandy Handicraft is a company which stand in product of manual labour such as screw-pine plait, herb plait, rib plait, rara screw pine plait , weave plant plait , etc. The marketing system in used nowday still conventional , means the customer come to CV. Dandy Handicraft directly to see the product sold the system also cause the effect which ifluence for product marketing process in which the customer from another town uknown of CV. Dandy Handicraft stand for. Besides , CV. Dandy Handicraft wants spread out the bussines. therefore , need to think of how to build up e-commerce application in CV. Dandy Handicraft.

Analysis model used in building a website is structured modeling analysis with tools that are used are DFD (Data Flow Diagram), ERD (Entity Relationship Diagram), and Flowmap. It is expected that with the design of computer systems, data processing, sales and payment transactions at pharmacies Family Kurlaefi can run more quickly and easily.

Based on the implementation result and testing of marketing information system in CV. Dandy Handicraft, can get the result ordering and marketing transaction process doing on-line. So that can do everywhere and whenever and market reachment be able to be wide and help in getting up-to-dete information of CV. Dandy Handicraft.

Keyword : E-commerce, Data Flow Diagram, Flowmap