ABSTRACT

DEVELOPMENT OF SYSTEM SELLING WEB-BASED IN SAKINAH KERUDUNG SHOP

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Sakinah Kerudung Shop is a store that stood since 2007. In terms of marketing its products, the store is having some problems such as ordering and payments are still done offline. The high business competition is inevitably require to reform the system so as not left behind with the other stores. Therefore, to solve problems in terms of disseminating information about the products in Sakinah Kerudung shop, then the need for technology in marketing and selling strategies to implement e-commerce.

To build this web-based sales system using structured data flow. The tools 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). The coding system is done using the PHP programming language and data storage performed on MySQL. System testing is done by testing of Alpha and Beta testing. After testing, system maintenance must be done to maintain the consistency of the system. With this expected development of web-based sales system that made more orderly and better.

Then it can be concluded that the functional system can already produce the expected output, with the look of the website is quite attractive and provide convenience to the user in processing data.

***Key words**: technology, e-commerce, selling, payments, orderings.*