ABSTRACT

E-COMMERCE APPLICATION DEVELOPMENT IN JAYA ABADI STORE

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Toko Jaya Abadi is a store whose spesialize in Air conditioner such as compressor, refrigerator and spare parts. Sales system that took place at Toko Jaya Abadi are purchase and order through communication media, purchases by customers come directly to the store. To promote it's products, Toko Jaya Abadi still using pamphlets which is still does not reach it's maximum purpose, due to lack of information that is given about detail of the products offered by Toko Jaya Abadi.

The development of e-commerce application in Toko Jaya Abadi is a way to increase the company's selling and to ease product promotion. So, through the development of this application, it is expected that the improvement can give advantage to the store. The existence of the e-commerce application enables the customer to order the product via online service.

To design and build e-commerce application, this research uses waterfall method which consists of several stages as follows: requirements analysis and definition, system and software design, implementation and unit testing, integration and system testing, opertation and maintenance.

Based on the results of alpha and betha testing of e-commerce application in Toko Jaya Abadi, it is concluded that the application can help the product promotion, increasing sales of products, and providing convenience to the customer on obtaining the detail information about the products available in Toko Jaya Abadi.

Keywords: E-Commerce,Waterfall