ABSTRACT

APPLICATION DESIGN AND DEVELOPMENT OF E-COMMERCE SALES JK COLLECTION (Case Study at CV. R&R Sarana Persada)

by

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CV. R&R Sarana Persada is a trading company that produce of JK Collection shoes. The marketing and promoting is still done manually, by spreading the leaflets, brochures and held exhibition in many different places. The marketing has not been widely done, it is around Bandung and Jakarta. Therefore CV. R&R Sarana Persada will expand it is market by using internet technology, namely website e-commerce application. It enables customers to order the stuff according to their own design and size. Therefore, constructing an e-commerce application with online sales systems.

Software development methodologies used is waterfall methodology.Step that been used in these methodologies are : software engineering, system analysis, system disign, system implementation, system testing, and system maintenance. For the method of system data flow used the Data Flow Diagram (DFD) to describe the functional model and the Entity Relationship Diagram (ERD) to describe data model. By following these steps based on the methodology, the application built according to the expected requirement and can be used by the customer.

This e-commerce application can help the customers getting information about the product which offered by CV. R&R Sarana Persada. It facilitates the customers in ordering their products and also helps the company to increase products sales.

Keywords : *E-commerce, Waterfall, JK Collection.*