ABSTRACT

DEVELOPMENT OF APPLICATION SALSE AND ORDER ONLINE (E-COMMERCE) WEB BASED AT WEARBEST STORE AND CONVECTION

by

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Wearbest is a convection store that located in Bandung who serve orders for making garment with a design that can be determined by the buyer. But in its management system is still in a conventional manner, whereby the buyer should go to the store to make an order.

Based on the need to build an online sales system that can help the shop owner to be able to expand the marketing reach and can facilitate the buyer to place an order by the method of payment can be made via bank transfer or paypal account. In the process of building e-commerce sites use waterfall techniques, while the method of data flow systems using structured methods, where its tools is DFD (Data Flow Diagram) and ERD (Entity Relationship Diagram).

After building an e-commerce system in the Wearbest store the testing system consisting of alpha and beta testing. From the test results we can conclude that a functional e-commerce system has been able to produce the expected output and be user friendly, so this application can be a media transactions to expand sales.

Keywords: sales, e-commerce, waterfall, online, DFD, ERD