ABSTRACT

E-COMMERCE APLICATION DEVELOPMENT AT B-ONE DISTRIBUTIONS BANDUNG

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B-One is one of the business place engaged in the distribution order that provides and distributes various kinds of products such as clothing, hats, shoes, and others. B-One is one of the distributions in Bandung, which is developed so its existence is not widely recognized by the public. In marketing promotion, B-one promoted by distributing product catalogs to the general public, but the way of marketing is deemed to be less effective because it still cannot reach the community widely. It is also a way promotion that requires a considerable cost. Besides that, not many people who can directly buy or find out products information because of obstacles the place is far away so difficult to acquire or obtain the desired product. Time efficiency is also one of consideration that is no less important in the marketing process. The time that is spent to do promotions sometimes is not in accordance with the results obtained.

To overcome the existing problems, then an application program of e-commerce is made to expand and streamline time in marketing. Data flow method that is used is structured method that consists of Data Flow Diagrams (DFD) in depicting functional model and Entity Relationship Diagram (ERD) to describe the data model. Process payment transactions can be done through transfers between bank accounts and paypal. The objectives that want to be achieved from the development of e-commerce system are the purchase process will be easier for consumers who are outside the city.

Based on the analysis and the test which have been done then it can be concluded that e-commerce application built to help in marketing their products in the distribution of B-One to many areas and streamline of time, effort and costs required and enable consumers who are out of town to do purchase the product.

Keywords : distributions, e-commerce, DFD, ERD, structured model