ABSTRACT

E-COMMERCE SYSTEM DEVELOPMENT AT KOGA SQUARE BANDAR LAMPUNG

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Kogasquare is a medium-sized enterprises engaged in the sale and supply of equipment ordering service of worship. Now it wants Kogsquare expansion capabilities in order to serve business customers either inside or outside the city, but it Kogasquare also wants to deliver information more widely about the products in tawarkannya. Ordering, purchasing, and preparing reports in Kogsquare still done manually.

E-Commerce is basically an online bussines. In its most obvious E-Commerce sell products to consumers online. To reduce the problems that exist at Koga, then the obtained solution is to create a system of online sales website. With the expansion of the system is expected to issue a business, the manual processing of goods, which are conventional sales and product promotion issues can be resolved. It also provides convenience to customers to purchase goods by ordering goods online. SEO (Search Engine Optimaziton) is a pegoptimasian sebauh web page that works to build a site that is Search Engine Friendly. So is the security of transactions is to use SSL (Secure Socket Layer) and payment can be through account transfer or Paypal. Kogasquare also been equipped with IP-Dedicated and delivery services use the JNE.

After going through the stages of development in accordance with the method chosen is the implementation of e-commerce system has a follow-up testing system consisting of alpha testing where testing is black box testing method that focuses on functional requirements and testing beta software is field testing by providing questionnaires to employees in Koga Square as the admin and the general public as a web user that contains the questions refer to the final destination. After the alpha and beta testing, it can be concluded that a functional system can produce the expected output, with the look of the website is quite interesting and provide convenience to the user in data processing.

Keywords: E-commerce, Online Promotion, PayPal, SSL, SEO,Koga Square