ABSTRACT

E-COMMERCE APPLICATIONS DEVELOPMENT ON BLACK SHOES *STORE*

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Black shoes store is a shoe store that wants to expand marketing reach that can reach more customers. Based on the results of research in Black shoes, *the current sales transactions was a buyer comes directly to the store to search for and select the items to be purchased,it becomes a problem for buyers who are far away from the store because of their time constraints and preoccupations. The lack of media promotion is still a problem for* Black shoes *store, all this time the buyers only know about* Black shoes *store from relatives and friend.*

The research methodology used software waterfall model, whereas for data modeling used the structured methods, those were Entity Relationship Diagram (ERD) to describe the data model and Data Flow Diagrams (DFD) to depict functional model. Then the results of the analysis were translated into a programming language used programming language PHP and database My Structured Query Language (MySQL).

This e-commerce system had a follow-up testing system consisting of alpha testing which was using black box testing method that focuses on functional requirements and beta testing, a field testing, which was giving the questionnaire to the general public and interview to an admin. After the alpha and beta testing had been conducted, it could be concluded that the system functionally can produce the expected results and provide convenience to the user in performing data processing with the interface of the website is quite interesting

Keywords: E-commerce, ERD, DFD, Waterfall Model, Black shoes Store.