ABSTRACT

DEVELOPMENT OF E-COMMERCE APPLICATION ON CV. MURAKABI MEDIATAMA

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Murakabi Mediatama a business entity that is engaged in the sale of the book. Murakabi Mediatama still have problems, where the consumer can only make a deal with book sales to the sites, difficulties in providing information about the books on offer and the details are still sketchy, but it's difficult to get supplies of books, yet to reach its market reach too broadly and the difficulty in sales report creation. It made an application for E-Commerce on the CV. Murakabi Mediatama to address existing problems.

E-Commerce basicly is an online bussines. In its most obvious E-Commerce sell products to consumers online, where its E-Commerce is built on the CV. Murakabi Mediatama among which can order the book, information about the book, the social media, payment can be COD (Cash On Delivery) COD where applicable to areas of Jakarta delivery address, account transfers and Paypal, for sending the book to use the services TIKI, JNE, POS and its own delivery, while for security using Secure Socket Layer (SSL) and IP-Dedicated equipped.

After some phases in accordance with the development method, the implementation of e-commerce system needed an advanced testing system which was consisted of the alpha and beta testing. The alpha testing system used the testing method of the black box which focused on the functional requirement of software and the beta testing was a field testing by giving questionnaire to the officials of Murakabi Mediatama as admin and to public society as a consumer. After the alpha and beta testing, can be deduced that the functional system can already generate the expected output, with a view that is quite interesting websites and provide convenience to the user in processing data.

Keyword : E-commerce, transaction, promotion, Paypal, SSL