ABSTRACT

E-COMMERCE WEBSITE DEVELOPMENT

IN EN COLECTION STORE

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EN colection is a business entity that is engaged in selling women's clothing and childrens. Development of e-commerce applications are based on manual systems that are running. Manual system which runs currently the only form of sales based on consumers who come directly to the store. In addition, the distributions EN COLECTION also has disadvantages, ranging from the promotion process and transactions and in preparing reports sales are still done manually so that the sales report has not been well detailed.

The method of analysis used in constraction of e-commerce website in EN COLECTION by the used stactured data flowmap and tools used ERD (Entity Relationship Diagram) and DFD (Data Flow Diagram) While the programming language used to create this program is PHP and to use the MySQL database with the help of Adobe Dreamweaver tools and WAMP

Outcome of the research e-commerce system with alpha testing where testing is black box testing method that focuses on function alrequirements and testing beta software the field test by giving questionnaires to employees in the EN COLECTION as administrator 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 e-commerce facilitate the marketing of products to be sold, make it easier consumers in knowing what items are offered by the store without having to visit his shop EN COLECTION directly, Simplify data management and reporting of goods that can be done anywhere and anytime, Provides a means of payment that guarantees the safety and comfort at the time the transaction occurs.

Keywords: Trade, sales, marketing, processing, e-commerce.