ABSTRACT

DEVELOPMENT OF E-COMMERCE WEBSITE AT DISTRO FOSUCO

by

TAUFIK RAMDHANI
10107245

Fosuco is a distro that located in Bandung. It was established in 2010 by Heru Lukito and Hari Raynandi. There are several constraints in the development of Distro Fosuco, such as conventional selling system that requires costumers come directly to Fosuco and target market of Fosuco is still in the area of Bandung mean while for opening the new branches in other place is need a huge cost.

This research is using descriptive research method which describe facts and informations systematically, factually and accuratelly .This method requires 2 steps of rasearch, first collecting the data and building application the model analysis whisch use to build this website is based on structured analysis which use Flowmap, Entity Relationship Diagram (ERD) and Data Flow Diagram (DFD) .

The implementation of this e-commerce system is followed testing system consisting of alpha testing where testing is black box testing method that focused on functional requirements and testing beta sofware is giving interview to the employee Distro Fosuco and giving questionnaire to the buyer Distro Fosuco The test result can be concluded that functional system capable of e-commerce easier for cuctomers to get information and buy products Distro Fosuco, can be facilitate the creation of sales reports and can extend the coverage area of sales Distro Fosuco.

Key words: transactions, website, sales, distribution, apparel, e-commerce, online