ABSTRACT

CASE STUDY OF PT RIDHA LESTARI E-COMMERCE APPLICATION DEVELOPMENT

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PD Ridha Lestari is a textile business producing diverse jacket. This business produces a variety of design and raw materials in accordance with a period or order. Marketing of PD Ridha Lestari today remains old system in that the marketing department markets their products to some stores by displaying catalog. To solve such a problem and to improve sale reaching for broader market, the PD Ridha Lestari would like to use a necessary computerization system that connected to internet network to get their products at market by using internet network, so-called e-commerce.

The construction of software is using waterfall method; while the data modeling is using structured method, the Entity Relationship Diagram (ERD), to describe data design and Data Flow Diagram (DFD) to describe functional design. The data derived from analyses then is translated into programming language using both PHP and database My Structured Query Language (SQL).

The E-commerce application allow customers to acquire information about products offered by PD Ridha Lestari, facilitating customers in product ordering process and improving sale for the business.

Keywords: E-Commerce, PHP, SQL, ERD, DFD