ABSTRACT

MARKETING AND RESERVATIONS ONLINE APPLICATION TOUR AND TRAVEL WEB-BASED IN PT. JAVA SENTRA MANDIRI UTAMA

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PT. Java Sentra Mandiri Utama is a company that specializes in services to overseas tour that played to help its customers to manage all the facilities, especially in terms of transportation, attractions and lodging. Ordering system at PT. Java Sentra Mandiri Utama still manual in a way customers come directly to the location of the company or through the medium of communication. Meanwhile, in promoting its services to the customers, PT. Java Sentra Mandiri Utama is less effective, so that the information provided about the services offered are less than the maximum.

E-commerce application development at PT. Java Sentra Mandiri Utama is a step to increase sales and promotions that make it easier to provide benefits to the company. With the application of e-commerce, customers can make reservations online.

In designing and building e-commerce application is using waterfall method which consists of several steps, namely: software engineering, systems analysis, system design, system implementation, system testing and system maintenance.

Based on the alpha and beta testing of e-commerce applications in the PT. Java Sentra Mandiri Utama, it can be concluded that e-commerce applications can assist in the promotion of services, helping increase sales and provide convenience to the customer to obtain information about the services offered by the company.

Keyword : E-Commerce,Waterfall