ABSTRACT

E-COMMERCE WEBSITE DEVELOPMENT
IN OPTIK 3 MATA BANDUNG

by

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Optik 3 Mata Bandung is a company engaged in the sale of products of vision aids, such as eyeglasses, lenses, softlens, frames, and others. Optik 3 Mata is a subsidiary of Optic Yuda Group which was established on July 25, 2011 by Mr. Ade Wahyudi. Currently still rely Optic 3 Mata promotions in a conventional manner through the provision of brochures and sales of its products only through direct sales systems (direct selling). And are still experiencing difficulties in preparing the inventory data. To solve the above problems and to increase sales and expand marketing, Optik 3 Mata feel the need to use technology in marketing and sales strategies by implementing E-Commerce Website as a Sales Information System.

The method in this research using descriptive method, where as the approach used is a structured approach and method developers using prototype model. Method of data collection used observation and interview. The author uses the tools and working techniques, like Flow Map, Context Diagram, and Data Flow Diagrams (DFD). The manufacturing process by using the software Adobe Dreamweaver CS4, PHP, MySQL database and Apache web server.

The software is built to be able to maximize product sales of Optik 3 Mata, facilitate consumers in making the transaction process due to online ordering and can assist in managing the Optik 3 Mata inventory data.

Keyword : Information System, E-Commerce, Optik 3 Mata Bandung.

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