ABSTRACT

DISCOUNT OFFERS WEBSITE USING WEB 2.0 CONCEPT

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Web daily deals development is increasing rapidly, many entrepreneurs developed web daily deals because of the profit proceeds. Because of companies are develop web daily deals than competition between companies is very stricted. Some of deficiences that owned by the existing web daily deals, such as the concept is still using a conventional web (Web 1.0), the use of vouchers which have to wait until the promotion end, and merchant cannot interact with the daily deals system. The innovation are made by creating a web that combined web daily deals and e-commerce with implement Web 2.0 concepts to make the existing web daily deals perfectly. The new variant of this web are called web deal commerce.

The method that used in designing and building discount offers website is use object-oriented approach and the modeling tool used is UML (Undefine Modeling Language). These discount offers website using Web 2.0 concepts that are more interactive and dynamic.

This research resulted a discount offers website that provide promotional products feature, an online purchase transaction, and became a service provider who set the promotion and marketing of products belonging to the merchant.

Keywords: Web Daily Deals, Daily Deals, Innovation, discount offers website, Deal Commerce, Web 2.0 Concepts, UML