ABSTRACT

DEVELOPMENT OF E-COMMERCE APLICATION SALES OF AIRGUNS AT PD. PIPIK PUTRA

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PD. Pipik Putra is a company that moves in sales and manufacture of airguns, accessories, and spare parts. A system sales in PD. Pipik Putra is now still use conventional system, where the costumers have come to the store for selecting and buying commodities such there. Manual system is still applied in making transaction sales report. Meanwhile, the PD. Pipik Putra still felt minus in perpetrated the promotion for provide imformotion striked products offered to solve the above problem, as well as increace sales and market share to reach a wider. The PD. Pipik Putra like using the technology in strategic marketing and sales it by implementing the e-commerce.

E-commerce is defined as the prosess buying and selling of products, service and information such do by electronically by using the computer networks like the internet. E-commerce application in PD. Pipik Putra this is process master data, purchasing data and sales reports. The transaction buying product made as online by using the Paypal so willing facilities in transaction by transfer method with means of Bank. The tools used to explain system modal is shaping data flow (Flowmap), contexs diagram,and Data Flow Diagram (DFD) as well as in planning database using data dictionary and Entity Relationship Diagram(ERD).

After testing alpha and beta can be concluded that the functional applications can produce output that is expected to facilitate the customers in the process of purchasing the product, make it easy for the PD. Pipik son in making the report, as well as expand the media dissemination of information.

Keys word : airguns, sale, e-commerce, paypal, PD. Pipik Putra.