ABSTRACT

BUILD A WEBSITE E-COMMERCE FOR SALE KERIPIK IBLIS AT PD POLANG BERTUAH

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PD Polang Bertuah is a company engaged in the food industry. reach a significant market decline, as many competitors of similar businesses market their products come with the same means, as well as the absence of a focused media campaign to handle sales and marketing. The booking process is still using manual processes making it difficult to distinguish between customers and resellers. To overcome all these problems then needed an e-commerce website for selling keripik iblis in PD. Polang Bertuah to expand the reach of the sales and promotions with media, anticipating the possibility of maintance on the trading forum, improve the ordering process in PD Polang Bertuah with the process, the sorting order for your order to ensure the data sent to subscribers and detailed customer data, making it easier to determine which customers and reseller.

Based on the requirements above, the development of such systems use software development methods in a structured way that the Waterfall method which consists of the data collection phase and stage of software creation. In designing the data using ERD (Entity Relationship Diagram), the design process using DFD (Data Flow Diagram) with the PHP programming language and uses MySQL database and then be tested using the blackbox.

Based on the analysis and testing that has been done, it can be concluded that by built the e-commerce website can expand the reach of the sales and promotion, can anticipate the maintance on the trading forum with other online media, can improve the ordering process in PD Polang Bertuah with an automated process, the sorting order for your order to ensure the data sent to the customer and the customer can specify the data, making it easier to determine which customers and resellers.

Keywords : website, e-commerce, online, web, sale, production