ABSTRACT

E-COMMERCE WEBSITE DEVELOPMENT AT AUDY FASHION

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Audy Fashion is a company that sells items such as jackets, shirts, sweaters, and pants. Audy Fashion itself already has many customers around Majalaya and Ciparay. Audy Fashion still uses the traditional business patterns in business processes where the subscriber directly come to the Audy Fashion to make the process of purchase and payment for goods. Manual system was still applied to recording sales transactions and do not have a media campaign. To resolve this problem, and reach a wider market share Audy Fashion would like to implement technology to automate business processes by implementing the Electronic-Commerce or commonly known as E-Commmerce.

Model of software development using waterfall method, while for data modeling uses the structured method Entity Relationship Diagram (ERD) to describe data models and Data Flow Diagrams (DFD) to describe the functional model, Flowmap to describe the flow of documents on a manual system that is running. Security validation of customer data using a message digest algorithm (MD5) while for the security protocol uses Secure Socket Layer (SSL). Payment model used is a model of consumer alternate payment option transactions with interbank transfers and transaction models peer to peer payment with paypal,

E-commrce application is easier for customers in the process of purchasing the goods sold by Audy Fashion especially for customers outside the city, can help customers to get information about products offered by Audy Fashion, and can become a media campaign for the Audy Fashion as well as facilitate customers in making the payment process.

Keywords: Audy Fashion, Sale, Purchasing, Payment