ABSTRACT

THE BUILDING OF E-COMMERCE FOR UNIMOG PARTS SALE IN CV. WARGI'S DEREK CIMAHI

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Starting from a problem with Wargi's product marketing company that is not the maximum, there is no media to help facilitate customers from out of town to trade, and no one can help in marketing the product CV. Wargi's Derek to market its products every day then developed an online sales application on CV. Wargi's Derek.

The method used in the construction of this application is using the waterfall method. To illustrate the relevance of data flows between system components beyond use context diagram. The Data Flow Diagram (DFD) is used to describe the flow of data in the system, while the design of the database used data dictionary and Entity Relationship Diagram (ERD).

The application test consists of alpha testing where testing is black box testing method that focuses on functional requirements and beta testing software is field testing by conducting interviews with the owners and employees of CV. Wargis's Derek and gave questionnaires to the public as users of the application. Based on the results of the tests performed, it can be concluded that the application can provide information to prospective purchasers of the product data with more detail, helping in the process of marketing or promotion of products - products that are on the CV. Wargi's Derek, and makes it easy for prospective buyers to place an order and payment transactions on the product purchased.

Keywords: E-Commerce, Data Flow Diagram , Entity Relationship Diagram