ABSTRACT

THE DEVELOPMENT OF E-COMMERCE APLICATION

AT MY JOY RIDE SHOP

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My Joy Ride Shop was established in 2010 and now it has various kinds of goods such as clothes and jackets. The sales system which is currently run, for instance, when the buyers want to purchase certain items, they have to come to the store to browse and select the items. While in the process of marketing, My Joy Ride Shop still has small and limited scope.

Based on today's needs, the sales system is made online using e-commerce. The building process of the e-commerce sites is by applying the construction techniques in life cycle or commonly called the waterfall. Data flow method that is used is structured method which consists of Data Flow Diagrams (DFD) in depicting functional model and Entity Relationship Diagram (ERD) to describe the data model. The process of payment transactions can be done via bank transfer or PayPal account. The objectives of the development of e-commerce system is to facilitate buyers to conduct transactions, so they do not need to come to the My Joy Ride Shop for the transactions.

In accordance with the applied method, there are two kinds of test systems implemented after conducting the development stages. The test systems are alpha testing and beta testing. The alpha testing is black box method that focuses on the functional requirements of software, while the beta testing is a field testing by giving questionnaires to users of this system. After conducting alpha testing and beta testing, it can be concluded that a functional e-commerce system has been able to produce the expected output and become a user-friendly system. Moreover, the system has been able to help the shop to expand its marketing.

Keywords : E-commerce, sales, online, clothes, jacket