ABSTRACT

BUILD E-COMMERCE AT NAFISA FASHION BUKITTINGGI

By

YUDHI RISWANDANU
10106822

Nafisa Fashion is one of the men's clothing retail business at Bukittinggi, West Sumatra. Currently the marketing still using conventional system that's consumers come to shop, consequently consumers outside the city had difficulty to get rapid information and specific about product. Based on result observations and interviews, obstacles faced by Nafisa Fashion among others difficulties in payment transactions for customers outside the city, beside that lack promotion to the public, a lot of data processing making it hard to manage and do search data along making the report. To resolve that's problem, e-commerce is the solution to achieve effectiveness and efficiency of the company.

In the process of this e-commerce development using waterfall software development method. For data flow systems using structured methods, DFD (Data Flow Diagram) as functional model and ERD (Entity Relationship Diagram) to illustrate data model. While for builder software system using PHP with MySQL database server.

With e-commerce applications at Nafisa Fashion can improving product promotions, facilitate customer to get product information and doing transaction, extend range of product distribution, facilitate data processing and making the report.

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