ABSTRACT

BUILDING APPLICATION E-COMMERCE IN CARSTENSZ MILITARY EQUIPMENT

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Carstensz is a family business engaged in the sale and ordering military equipment in the Housing Parmindo Jl. I No. Prambanan. 05 Bandung. Carstensz most have customers who are outside the area, but the form of transaction that has been done manually direct the consumer to come to the store. In promoting the goods, Carstensz still use the conventional system is the manual way in promoting the goods. The other problem is the intense competition between sales in the same field, namely the sale and ordering military equipment, by looking at the competition's store manager wants to increase the range of promotional merchandise.

To help resolve the above problems is to build e-commerce applications Carstensz military equipment. With this application is made to provide convenience to consumers who are outside the city to conduct sales transactions, bookings and payments online without having to come directly to the store Carstensz and can facilitate the data processing and report generation..

Modeling analysis used in the construction of this website is based on structured analysis tool of Flowmap, Entity Relationship Diagram (ERD) and to describe the process diagram using a Data Flow Diagram (DFD).

Based on the results of testing using a method that consists of blackbox testing alpha and beta can be concluded that e-commerce website built to help expand the scope of the marketing of goods in Carstensz, consumer ease in getting goods online information, improve efficiency and effectiveness in promoting the goods to consumers and simplify the Carstensz store in preparing reports.

Key words: e-commerce, website, analysis software, structured analysis,blackbox, Carstensz Store.