ABSTRACT

APPLICATION OF E-COMMERCE SALES DEVELOPMENT IN THE BLOCKBUSTER DISTRO

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Blockbuster distro located at Jalan RA. Kartini No. 4c Indramayu is a business entity engaged in selling clothing and accessories. Sales of existing mechanism and is running at blockbuster distro are waiting for consumers to come to the store. During this sale at it has not been able to draw maximum benefit, because the number of consumers who come into the store not too much

Method 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 protocol uses Secure Socket Layer (SSL). Payment model used is a transactions with interbank transfers and transaction models peer to peer payment with paypal.

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

Keyword : E-commerce, DFD, ERD, SSL, *waterfall method.*