ABSTRACT

DEVELOPMENT OF E-COMMERCE APPLICATION IN THE CV. BAYAN HANDICRAFT LOMBOK

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Bayan Handicraf is a company which stand in product of handicraft. The marketing system in used still conventional, means the customer come to Bayan Handicraft directly to see the product sold the system also cause the effect which ifluence for product marketing process in which the customer from another town uknown of Bayan Handicraft stand for. Besides, Bayan Handicraft wants spread out the bussines.

Model analysis used in building e-commerce applications is the modeling of structured analysis and research method used is descriptive method has two stages, namely the data collection phase and the phase of software development, the design analysis is used DFD (Data Flow Diagram) and ERD (Entity Relationship Diagram) and Flowmap as tools.

Analysis model used in building a website is structured modeling analysis and research method used is descriptive method has two stages, namely the data collection phase and the phase of software development. the design analysis is used DFD (Data Flow Diagram) and ERD (Entity Relationship Diagram) and Flowmap as tools.

Based on the implementation result and testing of marketing information system in Bayan Handicraft, can get the result ordering and marketing transaction process doing on-line. So that can do everywhere and whenever, with the result that become a means to build up market be able to be wide and help in getting up-to-dete information of Bayan Handicraft, be a means of effective media campaign and facilitate in making sales report.

***Keyword** : E-commerce, online, sales. handicraft, transaction*