ABSTRACT

DEVELOPMENT OF APPLICATION E-COMMERCE AT HALLYUCORNER SHOP

by

ISTIQLAL RIFA PANGESTU
10106352

Hallyucorner Shop is a store that sells korean fashion. This store has customers who mostly are still in the city of Bandung. In running his business, this store has some constraints such as, how to promote their products Hallyucorner Shop still use the conventional way of promoting it was products through a relationship, so cannot maximize the level of promotion and sales and in making the report. The high business competition require Hallyucorner Shop store to update the system to keep up with the other stores.

To solve these problems, the need for technology in marketing and sales strategies at the system provider of electronic trading systems developers also called e-commerce. E-commerce can be interpreted as a sale and purchase transactions are done through electronic media online. Thus making e-commerce systems in the Hallyucorner Shop is the perfect solution for this trade business. This system will make product information, customer support can be provided quickly, and can minimize the use of paper in archival records as well as solve the problems the company in terms of product promotion. The use of e-commerce website can be accessed anywhere and customers anytime during the network is connected to the internet.

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 coverage Hallyucorner Shop product marketing, consumer ease in getting information products online, increase the efficiency and effectiveness in promoting these products to consumers and simplify the Hallyucorner Shopstore in preparing reports.

Key words: e-commerce, website, analysis software, structured analysis,blackbox, Hallyucorner shop.