ABSTRACT

THE DEVELOPMENT OF HEARTY MERCH E-COMMERCE WEBSITE (Independent Music Merchandising From Bandung)

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Hearty Merch is a company engaged in the sale of official merchandise indie band that has been popular among young people, especially in big cities such as Jakarta, Bogor, Jakarta, and surrounding areas. Hearty Merch company have been started the business in 2007 and has 15 official permission from the indie band's name to be used as trade goods. Hearty Merch's trademark has been registered in Department of HAKI..

Some of the problem on the Hearty Merch Company were problem in management information of existing product, manage the availability of the items for information to consumers, and manage product ordering from consumers.

To solve the problems, the company have to build an e-commerce which able to properly manage product data and can provide convenience for consumers in obtaining information and security in the transaction process.

For software research methodology using waterfall method, for data modeling uses the structured method Entity Relationship Diagram (ERD) to describe the data model and the Data Flow Diagram (DFD) to depict functional model.

The E-commerce website is expected for help consumers to obtain information about products offered by Hearty Merch, make easier for consumers in the process of ordering a product, and can help company manage product data and efficient in making the report the sale.

Keywords : *E-Commerce, Website, Data Flow Diagram (DFD), Entity Relationship Diagram (ERD)*