ABSTRACT

E-COMMERCE APPLICATION AT BYON STORE

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Byon Store is a shop that sells various types shirts and jackets. Starting from the presence of selling problems that constrained the distance and time for members who are far away from the shop. And then the promotion that have not been well done, making it difficult for consumers to obtain information Byon Store products and management of sales report data that have not been well detailed, so built an online selling application or known as e-commerce.

Developmen of this ecommerce application is using descriptive method. This research method has two stages of research, data collection stage and the stage of application development. Modeling analysis of this website is based on structured data using Flowmap, entity relationship diagram (ERD) and data flow diagram (DFD). The application also supports Optimazation Search Engine (SEO), security socket layer (SSL) and have a Dedicated IP, use the PayPal online payment.

Test system consists of alpha testing where method used blackbox testing that focuses on functional requirements and testing beta software is field testing by giving an interview to Byon Store employees and giving questionnaires to buyerst Byon Store. From the test results it can be concluded that functionally, e-commerce system is able to overcome the problem of sales and promotions to be unlimited, and easier for members to get information and buy products Byon Store, also simplifies the data processing and report generation.

Key Word : E-commerce, Byon Store, Diagram konteks, DFD, ERD.