ABSTRACT

BUILDING APPLICATIONS E-COMMERCE on selling shirt at SHOP GREEN FASHION

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green fashion store is a store that was established in 2010 and has a variety of models such as shirts and shirts nevada, Unkl, lea, ovale. System sales are currently running at this time the buyer has to come to the store to find and select the items to be purchased. While in the process of marketing green fashion shop is still small in scope and limited.

. Based on the needs of the sales are made online using e-commerce. In the development process of e-commerce sites using the techniques of development life cycle or referred to the waterfall. The method used is the data flow tersetruktur method consisting of Data Flow Diagrams (DFD) in describing the functional model and Entity Relationship Diagram (ERD) to describe the data model. Process payment transactions can be done via bank transfer or paypal. The aim of the development of e-commerce system is easier to conduct transactions wherever buyers are buyers without having to come directly to green fashion shop.

After going through the stages in accordance with the chosen development methods in the implementation of this system has a test system consisting of alpha testing and beta testing. Where do alpha testing using blackbox method that focuses on the functional requirements of the software, while beta testing is the testing ground by giving questionnaires to users of these systems. After alpha and beta testing can be concluded that a functional e-commerce system has been able to produce the expected output, and is user friendly and can expand its marketing.

Keywords: *E-commerce, selling, online, shirt.*