ABSTRACT

BUILDING APPLICATIONS E-COMMERCE SALES AT STORES SHOES JIMMI

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Jimmi shoe store is a company engaged in the sale of shoes, which have a variety of models of shoes are quite famous such as DC Shoes, Vans, Converse, Quicksilver, Fredperry, Allstar, Ripcurl, Macbeth, Nike, Adidas, and others - others , After a few months of its run, the shoe store jimmi difficult to market their products widely this could be due to marketing campaigns rely on word of mouth. The other obstacle is experienced bookkeeping process for sales summary report done manually, so that data processing sales are still slow, yet nicely detailed. To overcome the problems above it will be built e-commerce for jimmi shoe store.

Development of software using waterfall methods, analysis software used is the structured analysis modeling using the Entity Relationship Diagram (ERD) to describe the data model and a Data Flow Diagrams (DFD) in describing the functional model. The programming language used is PHP and using MySQL database, to optimize the zoom using CSS, Jquery and AJAX.

With the construction of e-commerce systems is to help market their products using the internet so that it can bring in more customers and customers outside the city of Bandung can view and purchase products without having to come directly to the store. Later in the books for sale rakapitulasi reports became more well-organized and accurate.

Keywords: E-commerce, Shoes, ERD, PHP, DFD, waterfall method