ABSTRACT

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DEVELOP AN E-COMMERCE APPLICATION IN TURNIP STORE

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Turnip shop is a shop venture that is selling jackets and jersey. Turnip shop already has a lot of customer in bandung and other towns. This shop still apply manual shopping procedure, which costumer comes to the shop and looks all the products that is offered by turnip shop. To solved the problem, raised selling and expand the market, the turnip shop wants to used technology in their marketing and selling strategy with e-commerce implementation.

E-commerce is one of information technology on trade field. E-commerce or electronic commerce can be take as a trade transaction which is using by electronic media. This e-commerce using is so effective because the system already taking over all of the operational that is used manual method before. The tool that is using for illustrated the system model is a flow map diagram, context diagram and data flow diagram (DFD), also setting up the data basis using data dictionary and entity relationship diagram (ERD).

The result of this research can be helpful for product promotion, raising the sell, press the operational costs, easier the costumer on order process and payment of product because its using with online, without coming to the shop directly.

Keywords*: *Transactions, Services, E-commerce, sales of jersey and jacket, Online.