# *ABSTRACT*


***BUILD E-COMMERCE APPLICATION AT* MERCURY *WATCH***

***By***

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*Mercury watch is a watch selling bussines shop which was located at Jl. Kepatihan 11-17 Bandung, King Shopping Center 1st floor K24-20. Along the way, Mercury watch still manages to apply conventional business process. Its promotion tools are only to so much of lip service and delivering brochures. Obviously, such a conventional ways are gaining its own problem, i.e. the disability to compete, since the market is not in a broad range. Regarding to the occurring problem, Mercury watch highly needs an application which is affordable to increase sales revenue as well as increasing the promotion tools and broaden market range.*

*E-commerce becomes one solution in overtaking problems as it is happened in Mercury watch. This e-commerce application development refers to the running manual system. Structured approach is applied as the method in designing and developing this software. Some of the tools used in this application modeling systems are Flowmap(diagram alir dokumen), Context Diagram( diagram konteks) and Data Flow Diagram (DFD), while Entity Relationship Diagram (ERD) and data collection are used in data-base designing program.*

*In the implementation of e-commerce, testing system will be held after overstepping the chosen appropriate development method. This test covers black box and beta testing. According to testing result, it can be concluded that as a whole, the system is running appropriately. Thus, it is expected that e-commerce can facilitate consumer in having a transaction. Besides, it also becomes a promotion tool which is affordable to broaden the market range as well as increasing sales revenue and simplifying the existing data processing.*



*Keyword : Problem, Solution Testing, E-Commerce, DFD, ERD.*