ABSTRACT

DEVELOPMENT WATCH E-COMMERCE APPLICATION ON MELLIN STORE

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Mellin store is a company that moved in watches selling. Mellin store sales system still using the conventional system. This condition often caused the difficulty for the consumer in the process of the transaction, so that consumers have come to pay for goods purchased directly. Mellin store market coverage was relatively small, because it's promotional use only advertising to the customers, so caused marketing outreach to customers from outside the city. Observing to the problem so that to find the solutions that will be done a research by build watch e-commerce application on mellin store.

Based on the requirement of system development above, used a structured software development method is a waterfall method consist of data collection phase and manufacture stage of the software. On analysing data using an ERD (Entity Relationship Diagrams), process analisyng using DFD (Data Flow Diagram), with the PHP programming language and uses the MySQL Database then conducted testing using blackbox method.

Based on the alpha and the beta testing , the application is able to give alternative solutions to the problems in mellin store, facilitated the process of the transaction management, gave complete information and details to the consumer, widened the marketing and the promotion, and facilitated the consumer in shopping.

Keywords: E-Commerce, Mellin store, wrist watch, sale, conventional, transactions, products.