ABSTRACT

DEVELOPMENT OF E-COMMERCE WEBSITE FOR THE ANCHASHOP STORE

YOGA RAMDANI
10107833

Ancha Shop is an industry that sells various types of cardigan, blouse and sweater. The Ancha Shop specializes on selling women's clothing. Ancha Shop not only sells the products but also produce them. The Marketing system that the Ancha Shop uses is still the conventional system, where customer must come directly to the shop, to see and buy the products. This situation made the store less developed because of the limited market. To overcome this situation a website that will let a more effective and efficient marketing system was constructed. The method of analysis that was used to construct the website is a structured data method using the flowmap and the tools that was used is the ERD (Entity Relationship Diagram) and DFD (Data Flow Diagram). While the programming language that was used is the PHP, and for the database MySQL is used with the help of Adobe Dreamweaver CS5 and WAMP. Based on the results of tests performed by testing the alpha system using the method of blackbox and betha with a questionnaire given to a number of respondents showed that the overall system run in accordance with the expectation.

Keywords: e-commerce, sales, reservations and marketing