ABSTRACT

Development E-commerce At Mega Batik Store

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Mega Batik is a store specialized in the sale of batik clothes adult men and women. Sales of existing mechanisms at the Mega Batik store is a consumer can come directly and choose clothes that will be purchased. In the process of product promotion and sales of Mega Batik has a problem, start promoting and selling products around limited the city Cimahi. And the store wanted to expand their market to towns around Cimahi. Meanwhile, in promoting the Mega Batik store uses pamphlets and leaflets is less precise information about the products offered to consumers.

To overcome these obstacles is constructed Construction of E-commerce At Mega Batik Store. With the modeling software used is structured models. This web-based system, with data security and networking applications are secure, and online payment process can be done in e-payment using paypal and bank transfer payments.

Based on the alpha and beta testing done on Development E-commerce at Mega Batik Store, results to be achieved in the Development E-commerce at Mega Batik Store can help in increasing sales of goods, can assist in promoting and introducing the goods offered by Mega Batik, and disseminate to assist in the marketing and sale of Mega Batik.

Keywords : structured model, paypal, networking, e-payment