ABSTRACT

E-COMMERCE APPLICATIONS DEVELOPMENT
ON YAFIE CLOTHING

by

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Yafie Clothing store was a clothing store which wanted to expand its marketing area in order to reach more customers. Based on the results of research in Yafie Clothing stores, sales transactions taking place now was a buyer comes directly to the store to find out and select the items to be purchased, it became a problem for buyers who were far away from the store because of time constraints and preoccupations. Lack of promotional media was also still a problem for Yafie Clothing stores, all this time the buyer only found out information about Yafie Clothing from relatives and friends.

The software research methodology used waterfall model, whereas for data modeling used Entity Relationship Diagram (ERD) structured method to describe the data model and Data Flow Diagram (DFD) to depict functional model. Then the data analysis result was translated to PHP programming language and using My Structured Query Language (MySQL) database.

After gone through development stage in accordance of method was choosen, then the implementation of e-commerce system had a follow-up testing system consist of alpha testing using black box method which focused on software functional requirements and beta testing which was a field testing with questionnaires assignment to general public and an interview to admin. After the alpha and beta testing had been done, it could be concluded that system can provide the expected functional results, with a quite interesting user interface and provide convenience in performing data processing to the user.

Keywords: E-Commerce, ERD, DFD, Waterfall Model, Yafie Clothing.