ABSTRACT

DEVELOPMENT OF ONLINE APPLICATION FOOD SOUVENIR OF BANDUNG AT SAWARGI STORE

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Sawargi Stores is one of a small company engaged in the sale of food souvenir. Sawargi Stores sales system in at the moment still using a manual system from the data processing activity (the product record, process sales data, stock processing products, processing of consumer data) and report the sales transaction so there mistakes (invalid) in processing data and. Limited information about product to cutomers and limited sales area.

The technology in the marketing strategy using the e-commerce. For research methodology software using waterfall method, for data modeling uses the structured method Entity Relationship Diagram (ERD) to describe data models and Data Flow Diagrams (DFD) to describe the functional model.

Based on the results a test consisting of alpha and beta testing, the testing can be concluded that the development of e-commerce applications food souvenir in Sawargi Stores makes it easy for consumers to place an order, allows consumers to know detailed information about the product being sold, allowing the store in processing the data and create reports.

Keywords: transaction, orders, sales, online shop.