ABSTRACT

E-COMMERCE APPLICATION DEVELOPMENT AT CJ26 STORE

by

RINDA PRANIKA SURALA

10107254

CJ26 store is the store that markets electronically material for household necessity which exists since 1993. This store still uses conventional system, it makes marketing and selling can be impeded by distance and time. In addition to the promotion at CJ26 store fully good organized and informing directly to buyer that arrives there, or friend or family from owner and store employee, so that causes the consumer that remote location experiences difficult concerning with stock and discount information from available product. Beside that CJ26 Store in making selling recapitulation report still uses manually and not detailed with well.

To handle this problem, the made e-commerce application program to expand and economize time and marketing. Used data flow method is structure method that consists of Data Flow Diagram (DFD) in illustrating functional model and Entity Relationship Diagram (ERD) to illustrating data model. Transaction payment process can be implemented through transfer inter bank account both cash and paypal. The aim of e-commerce system development is to facilitate marketing and selling so that can be organized anywhere and anytime without obstruct distance and time. Information and promotion dissemination at CJ26 Store faster and up to date to all regions and facilitate in managing sale recapitulation report.

Based on analysis and examination that implemented, then can be drawn conclusion that e-commerce information system can facilitate the remote buyer to purchase to CJ26 Store without seize distance and time and support promotion and information dissemination to trade the product and making detailed sale recapitulation report.

Keywords: e-commerce selling system, DFD, ERD, Structured Model.