ABSTRACT

THE DEVELOPMENT OF E-COMMERCE WEB-BASED APPLICATION ON MCM CLOTHING

by

NOVIA ERMAWATHI
10107290

MCM Premium is a business entity engaged in the sales of clothing and accessories. Currently, the sales of Premium MCM still waiting on consumers to come directly to the store. In addition, there are several issues, like promotion and marketing that is less optimal, the absence of media that allows customers from out of city to trade, as well as data processing and report generation are still done manually so it is not well detailed.

E-Commerce or Electronic Commerce is one of the emerging technologies in the Internet world and is a breakthrough in the world of information. E-Commerce can provide the information in a more interesting and enjoyable way. Software development methods used in the development of e-commerce system is the waterfall method. The modeling of functional / process used is Data Flow Diagrams (DFD) and data models using Entity Relationship Diagram (ERD), while the development software is PHP with MySQL DBMS. As for the payment of transaction is using paypal or bank transfer, and the security of the site using IP-Dedicated and SSL (Secure Socket Layer).

Based on the results of the alpha testing stage using black box and beta testing by conducting interviews with the store as well as questionnaires to 30 respondents as users of the application, it can be concluded that the application of e-commerce can help the store to expand the promotion and marketing of the product, ease consumers who are outside the city in order not to have to come back to the store to make a deal, and make it easier to perform data processing and report generation.

Keywords: E-Commerce, MCM Premium, DFD, ERD, Waterfall Method