ABSTRACT

E-COMMERCE APPLICATION ENGINEERING ACCESSORIES AND MOTORCYCLE EQUIPMENTS IN BINTANG MOTOR CIAMIS

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Bintang Motor Store is the store that prepares the material such as accessories and motorcycle equipments. As far as activity at Bintar Motor Store appraised not effective and efficient because during now transaction is still made conventionally for example the buyer directly come to the Bintang Motor Store. Data report making process is manually made can cause data selling report become not effective and not structured with well. In addition to promote the product still spend much cost.

In this study is be used descriptive study with data collecting and software development. In data collecting phase such as interview, questionnaire and literature research. in e-commerce application development phase is used method that comprises Data Flow Diagram (DFD) in describing functional model and Entity Relationship Diagram (ERD) to describe data model. Transaction payment process can be made through transfer accountbank cash via bank or paypal.

Based on the study result and after examined alpha test and betha as well as E-Commerce Development at Bintang Motor Store Ciamis, can be concluded that E-Commerce Development at Bintang Motor Ciamis can assisst in disseminating information both product promotion and selling as well as can optimize transaction process, furthermore it facilitates a worker in making selling recapitulation which can influence business development especially at Bintang Motor Store Ciamis.

Key words: E-commerce, sale, Structured Model, DFD, ERD