ABSTRACT

BUILDING E-COMMERCE APPLICATION IN ANIS BATIK SHOP

by
DEDE SUTRISNO
10107771

Anis Batik Shop is a company specialized in fashion. Goods produced in the store in the form of various kinds of batik. Today, Anis Batik Shop has had a lot of consumers, both inside and outside of the Yogyakarta. The existence of limited information that can only be obtained by going directly to the shop makes no all consumers get complete and accurate information about the products offered. Ineffective promotion and vulnerability of errors in reporting the case, then Anis Batik Shop makes strategies to increase sales and facilitate in making reports by implementing E-Commerce.

Application of e-commerce is built to overcome these problems. Modeling of this application uses structured methods; it uses context diagram and DFD (Data Flow Diagram). This system has several facilities for members and admin. Members have facilities to purchase an item, select a payment method (using transfer, cash and paypal) and returns, while the admin has facilities master data processing, report processing and transactions data processing.

Based on the results of the study and alpha and beta testing using a black box are done in 2 ways; those are by conducting interviews in the study (Admin), and spread among the questionnaires that are familiar with internet usage (Visitor and Member). From the results of these studies be concluded that the online sales system Batik Anis shop can help in the promotion of products is more effective in improving the marketing, to get complete and accurate information about products and shop provide a reporting system that can process the data transaction, marketing, shipment more accurate and efficient.

Keywords: Transaction, E-commerce, Batik, Fashion, Online.