ABSTRACT

DEVELOPMENT OF E-COMMERCE APPLICATION AT D'GOZ SHOP

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D'Goz *is a store that specialized in selling sandals, shoes, bags and clothing special adventure. Currently, there are problems in Stores* D'Goz*, namely the difficulty to sell the product because there is no facility easier for consumers to transaction, there is no facility that provides convenience consumers in determining a product that fits the criteria consumers themselves, selling data management and data items are done manually thereby inhibiting performance at* D'Goz *shop.*

The method in the development of this application is using waterfall method. Method of content-based recommender systems are used to recommend products and methods of analysis used is a structured analysis approach. Context diagram used to describe the relationship of data flow between system and external components, Data Flow Diagram (DFD) to describe the data flow in the system, Entity Relationship Diagram (ERD) used to database design modeling.

Testing of this application consists of two stages, that is alpha and beta testing. Black box testing method which focused on the functional requirements system used in the alpha testing stage. Interview and questionnaire given to user system on beta testing stage. Based on the results of tests performed, it can be concluded that the application of e-commerce is easier for consumers to transact a product and get a product at Store D'Goz *in detail, providing convenience to consumers in determining the purchase of a product according to the criteria of the consumer itself and facilitate Store* D'Goz *in managing sales data and data items.*

Keywords: E-commerce, Waterfall Method, Content-Based Recommender System, Data Flow Diagram, *Entity Relationship Diagram.*