ABSTRACT
E-COMMERCE APLICATION DEVELOPMENT AT SAKURA MUSIK SHOP

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Sakura Musik is a company that engage in trade and teaching musical isntruments. Sakura musik is a company that legally affiliated with YAMAHA MUSIC. The instruments that sakura musik sell are guitar, piano, keyboard, drum, etc. In the current business system, sakura musik's customer still need to come to the shop for executing a transaction. In additon, the promotion tools that currently used in sakura musik still can't invite the customer to come to the shop also, the sakura musik shop's location actually not in a strategical location.

By looking at the issues above, it is necessary to analyze the system in order to solve the problems faced in the current system is running. Data collection method used is by interview, observation and literature study. The research method used is descriptive analysis method is a method of research that are intended to gather data that may provide a clearer picture of an object of research and then conducted an analysis of the research object. Model analysis software used is the modeling of structured analysis. The instrument used is flowmap, ERD (Entity Relationship Diagram) and to describe the process used is the DFD (Data Flow Diagram). While application development tool for database use MySQL and programming language which used the PHP.

Based on the results of alpha and beta testing, the application development can provide alternative solutions to the problems of promoting and marketing at sakura musik, simplify processing of products and accelerate the process of business transaction.

Keywords : aplication, e-commerce, instrument, music, YAMAHA