ABSTRACT

DEVELOPMENT OF E-COMMERCE APPLICATION AT RIRI COLLECTION *STORES*

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Riri Collection is a company that sells items such as character dolls, doll vehicle, doll pillows, stuffed balls, stuffed candy. Riri Collection itself already has many customers around Indramayu town. Collection Riri who still use traditional business patterns in the process of business where customers come to Riri Collection to make the buying process and payment of goods. Manual system is still applied to the recording of sales transactions and do not have a media campaign. To resolve these problems, as well as reach a wider market share Riri Collection to implement technology to automate business processes by implementing Electronic-Commerce or commonly known as E-Commmerce.

Model of software development using waterfall method, while for data modeling uses the structured method Entity Relationship Diagram (ERD) to describe data models and Data Flow Diagrams (DFD) to describe the functional model, Flowmap to describe the flow of documents on a manual system that is running. Security validation of customer data using a message digest algorithm (MD5) while for the security protocol uses Secure Socket Layer (SSL). Payment model used is a model of consumer alternate payment option transactions with interbank transfers and transaction models peer to peer payment with paypal,

E-commrce application is for customers in the process of purchasing the goods sold by Riri Collection primarily to customers who are out of town, can help customers to obtain information about products offered by Riri Collection, and can be a media campaign for the Riri Collection and facilitate customer the payment process.

Keywords: character dolls, doll vehicle, doll pillows, stuffed balls, candy dolls