ABSTRACT

THE DEVELOPMENT OF E-COMMERCE APPLICATION AT OHAYOU STORE

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OHAYOU Store is an industry which sold shirts, pants, and accessories with Japanese style and batikjuku style . Batikjuku is a fusion of two cultures namely the culture of the Indonesian batik and Japanese Style Harajuku from Japan. OHAYOU store gained large amount loyal customers who were always enthusiastic about new products. Unfortunately, this enthusiasm was not supported by an adequate systems management turnover, which was still done by manual due to perceived time-consuming and inefficient, so often caused a problem when ordering and purchasing products in large quantities at the same time.

Looking at the problems, a system that could resolve the problems that occurred in the previous system should be made. The development software method was waterfall method, the steps were requirement definition, which was establish many requirement from all elements that system needed. Next step was System and Software Design, at this step, software designed using ERD as data design model and also DFD for describing processes. Next was Implementation and unit testing, which was the step that encodes analyzed data to the format that easy to understand. Last step was Operation and Maintenance, which was at this stage, the finished software could have a change.

This online selling application would be web-based, so that the customers could make their transaction 24 hours wherever and whenever. This application also provides options for make a payment which were offline payment option by choosing a transfer either via bank or direct payment, or an online payment by using paypal-like payment gateway. This application could also handle a request to return the product if it was broken or did not match with orders.

Based on the results of alpha and beta testing, this application development can provide an alternative solution to the constraints that occur in OHAYOU Store, simplify processing of products, services and accelerate the process of managing transaction.

Keywords : E-Commerce, OHAYOU Store, harajuku, batikjuku, products, transaction, clothes, accessories