ABSTRACT

E-COMMERCE APPLICATION AT WAYOUT ROCK N ROLL WEAR STORE

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Wayout Rock n Roll Wear Store is located at Ranggamalela Street (Rangga Point) Unit. 8 Kav. 13-15 Bandung, a store that has stood since 3 years ago, specializes in selling shoes with style Rock n Roll. Marketing systems and sales products which used very limited (Conventional), customers must come directly to see offer product. With the system will be time-consuming customers especially who are out of the city so difficulty to get products information with rapid and specific. Another problem faced is still a lack of promotional products to customers, data processing and report generation are not well structured, making it hard on the data processing and report generation. To handle that's problem e-commerce present as an effective solution.

Development process of this e-commerce application using waterfall software development. For data flow systems using structured methods, DFD (Data Flow Diagram) as functional model and ERD (Entity Relationship Diagram) to illustrate data model. Builder software system using PHP with MySQL database server.

With e-commerce applications at Wayout Rock n Roll Wear Store can efficiently place and time, expanding the product marketing system, facilitate customer to get product information, enhance promotion products and facilitate making the report.

Keywords: *E-Commerce, Waterfall, Data Flow Diagram, Entity Relationship Diagram*