ABSTRACT

In the trading companies are still applying the conventional sales system, where consumers are required to come to a place like this so never mind the system lagged sales, because many business competitors in the same field who have implemented an online sales system more efficient when the system is commonly referred to as e-commerce information systems. Then it should be on Pondok Busana And Jahit Nafira 354 even in the wake of an e-commerce information system in order to provide convenience.

E-commerce information system is built using the programming language PHP, CSS and JavaScript editor with tools for Adobe Dreamweaver CS5 and database design using MySQL. As well as the research method used is a structured approach to systems development using the Waterfall method.

With the awakening of e-commerce information system is expected to provide convenience to the company in marketing the products more widely and provide convenience to the consumer to be able to continue trading without having to come directly to the place.

Keywords: information systems, online sales, e-commerce, product marketing