

# **IMPLEMENTATION OF WEB-BASED SHOE SALES INFORMATION SYSTEM**

***(Case Study: Golden Face Store)***

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## **ABSTRACT**

*In the current era of globalization, information technology is developing very rapidly. The computer can facilitate human work and cyberspace or the internet as a link to find information. Golden face store is a line of business engaged in the sale of shoes. So far, shoe sales have been carried out manually and the marketing process has not been optimal. To optimize the marketing of the golden face store, in this study an online sales website (e-commerce) was created to display information on shoes offered by the golden face store so that buyers can easily buy shoes online. This website was built using the waterfall model, an open source programming tool based on php, mysql database. The results of this study are a web-based shoe sales information system using the midtrans payment gateway which is expected to help the admin in monitoring shoe purchase sales transactions and make it easier for customers to make purchases online.*

***Keywords: information system, shoe sales, service, ordering***