

ABSTRACT

Strghtahead.co is a company that sells various kinds of fashion equipment where the transaction process is still using manual methods, namely all orders and administration are carried out by recording. Website development designed by the author will add a payment gateway payment system. The website development is done so that the website can make it easier for customers to make transactions. The programming languages used to build this sales application are PHP, Javascript and HTML. Database processing uses MySQL and the Web server used is Apache. The final result is E-commerce Application Development as Product Marketing Media on Strghtahead.co. Based on the results of the research it can be concluded that the E-Commerce application is designed to facilitate sales transactions and customers are more comfortable in making transactions.

Keywords: Applications, E-Commerce, Web.