

ABSTRACT

Otaco Store is a shop whose business activities are to sell various kinds of clothing, such as shirts, pants, shirts, bags and accessories. The buying and selling process only occurs in stores, so customers who are outside the city of Yogyakarta find it difficult when they want to make purchases. Otaco Store already sells its products through Instagram and only lists personal phone contacts and then posts the products. Customers must ask about the availability of the product so that it takes more time for the transaction process. To overcome this problem, business actors must be able to innovate by changing transactions from conventional to digital forms. This research is to design and create a website-based e-commerce application at the Otaco Store so as to produce a simple, lightweight, yet reliable online store in meeting the needs of sellers, using different applications and platforms. The programming languages used to build this sales information system are PHP, Javascript, and HTML. Database processing using MySQL. The web server used is Apache. With the personal Otaco Store website, it can make the store more credible and can increase the opportunities for collaboration with other brands.

Keywords : E-commerce, selling, online store.