ABSTRACT

Dinda Hayu Batik is one of the businesses in the field of batik selling which has problems in the marketing sector where Dinda Hayu Batik has not yet had an online store. Even though it already has its own website, the website has not been used for buying and selling, so its marketing scope is not yet broad. E-Commerce is a solution to this problem because E-commerce is a trade transaction contact between sellers and buyers using the internet as the interaction. The advantage obtained by using e-commerce website-based sales is to increase revenue by using online-based sales which are more affordable because they can be accessed anywhere without having to come directly to the store. This application is made with Codeigniter framework. The research uses experimental methods and quantitative approaches. This final project will discuss about building a batik sales system based on an e-commerce website, namely how to process product offerings, product information and product ordering processes.

Keywords: E-Commerce, Information Systems, Codeigniter.