ABSTRACT

Website-based marketing application is an information system that aims to sell and promote products that can be accessed anywhere with the help of a web browser that has been installed on all computer devices or gadgets with the support of internet networks. Bursaneka Store is a fashion store or distro in Yogyakarta that sells various products such as jackets, pants, t-shirts and shirts. The sales process carried out at the Bursaneka Store uses existing conventional methods and is promoted through social media such as Facebook, Instagram, and BBM. Consumers do not trust and believe in buying clothing products at the Bursaneka Store. Sales through conventional stores are low or on the decline. Therefore, the authors propose and design a website that is able to promote and sell clothing products Bursaneka Store as well as a trusted online sales media. This website was developed using the laravel framework and MySQL as the database. The design method used for system design is UML such as use case diagrams, activity diagrams, sequence diagrams, statchart and class diagrams.

Keywords: Website, Bursaneka Store, E-commerce, MyQSL