

# **SISTEM INFORMASI PENJUALAN KEBAYA BERBASIS WEB**

**(Studi Kasus: Kebaya Hida Zahra Yogyakarta)**

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## **ABSTRACT**

*Kebaya Hida Zahra is a business entity that sells modern kebaya products. In carrying out marketing activities, the media is needed to support the high needs for information needed by consumers. With e-commerce, the sales process undergoes many changes. If previously in the sales process the buyer and seller had to meet in person, there was no need to do this again. The research conducted by the author uses the case study of Kebaya Hida Zahra and the results of the research show that by identifying marketing needs, the e-commerce system can provide product menu features that display information to meet customer satisfaction. This study produces a website-based system to make it easier for consumers to process transactions. This e-commerce application design will be built using the PHP programming language by integrating MySQL as a database server.*

*Keywords: E-commerce, Hida Zahra Kebaya, and Website.*