

APPLICATION E-COMMERCE SALES PRINTER AND ACCESSORIES BASED WEB

(Studi Case : Raja INK Yogyakarta)

NIKA AGUSTINA

Department of Informatics, Faculty of Science and Technology

University of Technology Yogyakarta

North Ring road St., Jombor, Sleman Yogyakarta

Email: agustina.nika30@gmail.com

ABSTRACT

Nowadays, business owners realize that it is crucial to have an e-commerce for their business, one of which is a printer and accessories shop. This outlet is one of the businesses engaged in the industry. In reaching more customers and expanding the marketing area, and promoting printers and accessories, it is necessary to have media that can optimally support promotional activities, sales transactions, and information on these printers and accessories. One of the media that becomes the center of attention by the public today is online website media. E-Commerce is one of the business transactions for goods and services carried out electronically using an internet network of printer outlets and accessories. Raja INK realizes that website media's role can increase sales turnover and as a medium for marketing printer and accessories products. They have to reach a broader market and minimize operational costs such as advertising costs and physical shop rental costs, simplify and faster payment processes, use Midtrans as a payment gateway, and integrate with Rajaongkir, ensuring security in the process of payment transactions.

Keywords: E-Commerce, online website media, payment gateway, king of postage