WEBSITE-BASED SALES INFORMATION SYSTEM DESIGN
(Case Study : DNS Collection, Kebumen)

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ABSTRACT

DNS Collection is a business engaged in fashion imports and those from within the country, ranging from clothes, shoes, bags, watches, and others with consistently updated models. The sales system used in the DNS Collection currently uses Facebook's facilities because it does not have e-commerce yet, so sales are still minimal. Using the Facebook facility as a means of selling, the scope of sales and promotion is still small because only a few people are members of the DNS Collection Facebook account. The proposed solution to solve the DNS collection problem to develop its sales business is e-commerce equipped with payment using a Payment Gateway. E-commerce is a trade transaction contact between sellers and buyers using internet media; besides that, it is made more accessible again by a Payment Gateway facility. Customers can directly make transactions without opening the seller's website and third parties to make transactions. Therefore, it was easy and safe to shop Online; the advantage of using transactions via e-commerce is that the method increases revenue using online sales, which costs less, and operational costs such as paper and catalog printing are less than before.

Keywords: Sales Information System, E-commerce, Website, Payment Gateway, DNS Collection.