IMPLEMENTATION OF A WEB-BASED PET SHOP E-COMMERCE
(Studi Kasus: Pet Care and Shop Klaten)

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ABSTRACT

A 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 installed on all computer devices or gadgets and internet network support. Pet Care and Shop Klaten is a pet shop in Klaten that sells various products such as food, cages, cats, and accessories. The sales process carried out at Petcare and Shop Klaten uses existing conventional methods and promotions through social media such as Facebook, Instagram, and BBM. Consumers do not trust and believe in buying clothing products at Petcare and Shop Klaten. Sales through conventional stores are low or on the decline. Therefore, the authors propose and design a website that can promote and sell pet care and shop Klaten pet shops and a trusted online sales media. This website was developed using the PHP programming language and MySQL as the database. The design method used for system design is UML, using case diagrams, activity diagrams and stat charts. The result of this research is that the e-commerce system uses the Midtrans payment gateway as an electronic payment service provider and as a system to verify payments automatically.

Keywords: E-Commerce, Sales, Ordering, Petshop.