

ONLINE SALES APPLICATION USING PAYMENT GATEWAY PAYMENT METHOD

(Case Study: Clocky Cactus Store Magelang)

ABSTRACT

Along with the increasing demand for handicraft products by consumers, which is followed by increased competition in trade, one of the efforts that can be done is by increasing promotional activities and providing customer information. abroad. So far, promotions and information dissemination have been carried out offline and through the Instagram social media platform and offline promotions. To develop a sales business with a wider market area, it will be more effective if it is done by building an online store application itself. This online store application applies a B2C (business to consumer) business model. In designing and making this online store application, the store uses Waterfall design with five stages, namely Communication, Planning, Modeling, Construction, and Deployment. They make this system using the programming language Hypertext Preprocessor Programming (PHP) and Hyper Text Markup Language (HTML) and using a MySQL database. The advantage of this online store application is the existence of a payment gateway so that the quality of this application is not in doubt by the buyer and reduces the risk of fraud.

Keywords: Craft, Online Store, B2C