Design and Build WEB-Based E-Commerce
(Case study: 99 merch, Special Region of Yogyakarta)

PRATAMA FAJAR NUGRAHA
Informatics Study Program Faculty of Science and Technology
University of Technology Yogyakarta
Jl. Ringroad Utara Jombor Sleman Yogyakarta
E-mail : fajarocta40@gmail.com

ABSTRACT

This research is motivated by the increasing number of trading and service companies that are starting to use the E-Commerce system as an online sales medium. The use of E-Commerce, company information can be conveyed more quickly to customers and a wider marketing reach, which is expected to increase sales. This research was made using the Laravel framework because by making this website the application of the framework has MVC features and many other conveniences. Here a website-based online promotion and sales media will be designed, this design and manufacture is intended to facilitate processing, selling and promotion as well as making it easier for buyers. To make it easier for consumers to choose fashion models, without consumers having to come to the store. Promoting a product must be accompanied by an easy and attractive concept so that it is in demand by consumers and the public. In the process of building an E-Commerce website, it uses a life cycle development technique or can be called a waterfall. The data flow method used is a structured method consisting of a Use case Data Flow Diagram to describe a functional model, Activity Diagrams, State Charts, sequential diagrams, Class Diagrams and Entity Relationship Diagrams (ERD) to describe the data model. The goal to be achieved from the development of this E-Commerce system is to make it easier for buyers to make transactions wherever they are without having to come to the 99Merch Store.

Keywords: E-Commerce; Fashion Sales; Online store