

WEB-BASED OPTICAL SALES SYSTEM

(Case Study: Pratama Optik Wonogiri)

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ABSTRACT

Online sales are a business mechanism which nowadays has become a trend in society because it makes it very easy to make transactions without having to come to the store. Pratama Optik Wonogiri is a shop that sells various types of optical equipment such as glasses, contact lenses and others. Sales at this optical shop already have great profits, but sales are still offline and require consumers to come to the store. The purpose of this research is to make the profit bigger, then Pratama Optik needs a website-based sales system to make it easier for consumers to sell inside and outside Wonogiri Regency. This system will display the products available at Pratama Optik Wonogiri. All product descriptions will be explained so that consumers can choose the product they want which will then be checked out as a way of ordering. So that way the customer does not have to come all the way to the store. The system will also benefit Primary Optics and is expected to increase sales. This system will be developed using the PHP programming language, using the Code Igniter framework and MySQL as the database management system.

Keywords: Web, Sales, Optics.