

MOHAMMAD GALIH PRAWIRA, 17.230.0051

**E-COMMERCE PENJUALAN CELANA JEANS DAN BAJU PADA
FAREL JEANS PEKALONGAN**, dibawah bimbingan Devi Sugianti, S.Kom.,
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142 + xvi halaman / 121 gambar / 25 tabel / 3 lampiran / 16 pustaka (2012-2021)

ABSTRAK

Farel Jeans Pekalongan merupakan toko Celana Jeans yang menjual melalui toko yang disuplai sendiri. Proses penjualan dilakukan melalui melalui reseller maupun pembelian secara langsung. Namun ditemui permasalahan yang terjadi dalam proses penjualan yang terjadi. Sehingga untuk mengatasinya adalah dengan menerapkan e-commerce yang dibangun menggunakan metode Waterfall melalui tahapan Requirements Definition, System and Software Design, Implementation and Unit Testing, Integration and System Testing, dan Operation and Maintenance. E-commerce dirancang menggunakan Unified Modeling Language (UML) dan Lembar Kerja Tampilan (LKT). E-commerce yang dibangun dengan pemrograman web melalui framework CodeIgniter dan database MySQL, diuji menggunakan metode White Box, Black Box, dan User Acceptance Test (UAT). Hasil pengujian sistem menunjukkan bahwa e-commerce sudah mampu melakukan proses rumit tanpa kesalahan dan dapat berfungsi sesuai dengan rancangan yang dibutuhkan pengguna. E-commerce yang dibangun dapat mempermudah pemilik melakukan penyimpanan data pelanggan untuk memberikan informasi maupun promosi produk baru, pengolahan data penjualan dan laporan data penjualan dapat dilakukan dengan lebih mudah dan rapi, serta mempermudah konsumen dalam mendapatkan spesifikasi produk. E-commerce perlu ditambahkan fitur diskon maupun promo yang dapat diolah untuk masing-masing barang, fitur chat dan notifikasi yang terintegrasi secara realtime, serta fitur API Banking untuk mempermudah dalam proses konfirmasi pembayaran.

Kata Kunci : E-Commerce, Jeans, Pekalongan

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E-COMMERCE SALE OF JEANS AND CLOTHES AT FAREL JEANS PEKALONGAN, under guidance of Devi Sugianti, S.Kom., M.Kom. dan Era Yuniyanto, S.Kom., M.Kom.

142 + xvi pages / 121 images / 25 tables / 3 attachments / 16 libraries (2012-2021)

ABSTRACT

Farel Jeans Pekalongan is a jeans shop that sells through self-supplied stores. The sales process is carried out through resellers or direct purchases. However, there are problems that occur in the sales process that occurs. So to overcome this is to implement e-commerce built using the Waterfall method through the stages of Requirements Definition, System and Software Design, Implementation and Unit Testing, Integration and System Testing, and Operation and Maintenance. E-commerce is designed using Unified Modeling Language (UML) and Display Worksheets (DW). E-commerce built with web programming through the CodeIgniter framework and MySQL database, was tested using the White Box, Black Box, and User Acceptance Test (UAT) methods. The results of system testing show that e-commerce is able to carry out complex processes without errors and can function according to the design required by the user. E-commerce that is built can make it easier for owners to store customer data to provide information and promotion of new products, processing sales data and sales data reports can be done more easily and neatly, and makes it easier for consumers to get product specifications. E-commerce needs to add discount and promo features that can be processed for each item, chat and notification features that are integrated in real time, as well as API Banking features to simplify the payment confirmation process.

Key Word : E-commerce, Jeans, Pekalongan