

## ABSTRACT

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*In the era of globalization, the increasingly rapid development of information and communication technologies requires every company to apply adequate technology in facilitating their work. The application of such technology aims to help customers to make it easier to know the product or service offered by a single company. Based on these problems, the application is expected to become an efficient promotion media, easy and fast with the aim to support the marketing against CV. Doa Walisongo. Then with this author makes application entitled "WEB BASED SALE APPLICATION FOR ISLAMIC BOOKS ON CV. DO'A WALISONGO ". This application using CodeIgniter framework and data stored using MySQL. The software development model used is the method Waterfall and tested using Black Box Testing. Once tested, the application can handle product promotion as well as the booking process online. On the side of the admin, the admin can manage consumer data, booking, goods, payment confirmation, shipping of goods, supplier, sales reports in the form of a chart and the SMS Gateway to progress shipping resi number. On the consumer side, these applications can register to become a member, see product data, booking, confirm payment, shipment tracking, do a testimonial on the system, get a resi number information via SMS Gateway.*

*Keywords : Book , CV.Do'a Walisongo , Web*