ABSTRACT

Nowadays, marketing can be done in various ways. Moreover with the expanding of information and technology world. One of the emerging marketing today is e-commerce. E-commerce is an extension of commerce to exploit electronic media. With the ecommerce we can do the selling process to a matter of minutes, it doesn't need longer time like usual process, but the delivery process take time and coordination more complicated than usual way, and it can take daily up to weekly to finish it process. But the other advantages usage of ecommerce in marketing and selling process, it will cut marketing expenditures more.

For this reason, this final project intends to design an e-commerce web-based applications that became one of the ways to market and sell products / services from an online business. And by measuring the comparative study of similar ecommerce web, development will be done so that the web application can be one or the central or the pioneer of the business process using the internet. Thus, not only the marketing process alone, but also with the data collection process of goods, freight, sales process, etc.

The data for designing web-based ecommerce application, writer will make observations and literature studies. The data will be collected and processed in ecommerce web design applications, the author uses comparative data from similar web ecommerce. And for the creation of ecommerce web application, writer use waterfall method and will be implemented with PHP and database programming language SQL, and other supporting applications.

Keywords: Ecommerce, Web, PHP, SQL, online marketing.