

## ABSTRACT

*The growth of information technology today is growing rapidly, The higher the information distribution due to the number of demands and data obtained to help companies helps the decision process. One such growth is the Internet (inter-networking) that facilitates the exchange and dissemination of information made globally and real-time. The Internet also has an important role in the economy and businesses sector. With the presence of Ecommerce, business activities can be done cross-country. Ecommerce offers easy transactions. The development of ecommerce is also triggered by the diverse offer of innovative, attractive, easy, and effective online products and services. In 2015, a survey conducted by Google Indonesia puts fashion as the most transacted product through ecommerce.*

*This research uses qualitative methods, with data collection methods in triangulation as well as to test the credibility of data by way of interviews, observation and collection of documents related to research on the running sales process After knowing the problem through PIECES analysis then done system design process by adopting waterfall method and design Object-oriented systems use UML modeling which includes class diagrams, use case diagrams and sequence diagrams. To display a system that has been designed that is easy to understand by the prospective user then author created a user interface using an opensource Wordpress CMS that provides user visualization with the system. After that, the result of the design of the system was tested using informal reviews method that includes layout design, color match, navigation menus, label / description on navigation.*

*The result of the research concludes that Clinic Hijab sales system still use conventional system, beside that there are still many problems faced by Clinic Hijab company in marketing and selling its product, so that Clinic Hijab company has difficulty to give value of its products to consumers. In this research has produced a system design up to the design phase of the system using SDLC waterfall and UML tools and generate user interface as a visualization system designed to facilitate users who will use the system as a proposed solution to tackle the problems experienced by the company.*

*Keyword: ecommerce, unified modelling language (UML), sistem penjualan, WordPress, waterfall.*