

## ABSTRACT

Purezento is one of the enterprises that provide items characterized by Japanese cartoons. The location of Purezento which is in the main city of Bandung, a city that is known as the city of fashion, makes Purezento has drawn enough interest in terms of higher sales of customers which are come from students to college students. In addition, there are 3 branches of Purezento which are located in the mall in Bandung makes Purezento to be one of the enterprise that has more the interest of customer.

However, Purezento still lacking in order to bolster the sales of items transactions. Now, customers do the transaction only in the sales of each branch, or the customers must do the order by phone and by friendster. But, it is still does not increase the level of sales of items if Purezento just use that mechanism. Therefore, a Web Based Item Sales Application Study Case Purezento will be built to support the sale of items. In addition, by using the online system, makes the data become structured and computerized. It is easier for the owner to view a report of item data, member data, and transaction data. Different case with using the system sales of items transactions in the branches, by phone, or by friendster, the data are still recorded manually into books so that the owner must list manually to view reports. In addition, with using an online system can reduce the risk of losing data if compared with manual system.

From the above basic idea, a Web Based Item Sales Application Study Case Purezento will be built to support the optimization of item sales and to manage the data computerizely. This application was built using the waterfall method, and it is implemented with PHP as programming language, management of database using Mysql and other supporting software.

**Keywords:** web, waterfall, PHP, MySQL