ABSTRACT

Dacoull is an Online Boutique Store for the fashion business. Fashion in here means the sale or sales of new clothes, jeans, or jackets. For the current marketing media environment, Dacoull is using social networking sites, *Facebook*, and this marketing system has been running for almost 2 years. Dacoull provides a wide-range of styles. There are no exact rules to be fashionable, trendy or whatever they name it. In essence, Dacoull has been created a shopping environment that will attract customers and keep them coming back on a regular basis.

Cause of the increasing demand for goods by the customer and the complexity of recording the sale of goods are still using the manual systems, we will established Dacoull Online Store that will manage the marketing and the storage of databases that will help Dacoull Online Store's businesses growth. As we know that a couple years later Online Businesses are so widespread as we expected. Dacoull is able to facilitate customers who want to shop by online shopping without any limits on hours of purchase (closing hour) as generally boutique stores (in various malls) did.

Hopefully through "Online Store Web-Based Applications Dacoull Case" we will facilitate the customer to see the desired goods, ordering goods, deal, and interact with the seller, without any time limit and without the need to come to stores like the other conventional Boutiques. This application also makes for an online shop owner in terms of managing this business because of the very rapid development of Internet, so the owner can monitor his/her Online Store at any time and anywhere. In the making, this application uses the MySQL database and PHP programming language. As for other softwares to be used in making this application is Adobe Dreamweaver, Adobe Photoshop, xampp-win32.

Keywords : *PHP, MySQL, xampp-win32, Online Shopping, Dacoull*