

ABSTRACT

Internet technology has proven to be one of the media information effectively and efficiently in the dissemination of information that can be accessed by anyone, anytime and anywhere. Internet technology has a profound effect on the trade or business. Only from home or office space, prospective buyers can see products on the computer screen, access information, order and pay with the options available.

Thirteen fashion shop is one of clothes distributor which located in Medan, North Sumatera. There are kind of products that have been produced by Thirteenz Fashion Shop like, T-shirt, Shirt, Bag and any accessories. Right now, any customer who want to shop must come directly, at the same time if they are in other city or overseas they can use telephone or email to make an order which the detail of product should be previously sent.

This System takes a long time to make the product's sales process and considered less effective and efficient. E-commerce can be the solution to marketing and sale the products. Therefore, there will be designed a system which use internet or web as intermediary that will be minimize the time to make a product's sales and give a easiness to market and sell the product. E-commerce can be build with kind of method. One of the is to use MVC design pattern. MVC (Model View Controller) is programming concept that separate the logic application and presentation layer. Programming that uses this concept will be more easy to maintenance and developed.

Based on this case, there will be built the application that facilitate marketing system for Thirteenz Fashion Shop. This application will be built with the implementation of MVC concept, so that hopefully this application can be developed easily. This application will be built using PHP programming language with Codeigniter and using MySQL database and other supporting software

Keywords: *MVC, Model, View, Controller, E-Commerce, Marketing, Online.*