

ABSTRACT

DESIGN OF E-COMMERCE MODEL TUNAS METRO BANANA CHIPS

by

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Web Technology plays an important roles, one of them is e-commerce, it allows organizations and companies to enter the market in a way easily, inexpensively, and without geographical restrictions, namely virtual space (cyberspace). The aim to design E-commerce Tunas Metro banana chips. Transactions was carried out research with a structured method with SDLC models (System Development Life Cycle). The results showed Tunas Metro Banana chips does not have a blog to promote and sell transactions. E-commerce system can reduce costs, especially in promotional costs such as creating brochures and other. E-commerce system can increase competition among companies. Using e-commerce can obtain several advantages which include customer service and be a good corporate image. Model of e-commerce that have been made have features that can simplify the process of buying and selling customers in blog.

Keyword: E-commerce, banana chips