

## ABSTRACT

*Internet is one of the modern man needs which has very fast development. E-commerce or called online business is one of web-based application that integrates internet technology with the sector between marketing and sales. So, the business activities carried out only through a computer device which is connected to the internet*

*Before starting the design of e-commerce system, first conducted a field study. Then after that is done, identify the needs of the system that will be used as the basis for the design and identification of users who will use the system. After designing process done, then conduct tests on the process involved testing the functionality, error handling, the completeness of the information, and convenience of application design.*

*In the final analysis, an analysis to determine the effect of e-commerce web application in conveying information about the company, product, transaction systems, and trade agreements are implemented by an enterprise. From the research that has been done through the implementation stage it is concluded that e-commerce to assist SMEs in implementing transaction processing and marketing.*

*Therefore, the presence of e-commerce application design is expected to expand the company's marketing network, increasing sales, improved business operations, and introduce information technology to SMEs as one of the solutions for the challenges of global market.*

*Keyword : internet, e-commerce, business transaction, global market*