ABSTRACT

T-Obenk is one of company that focused on sells t-shirts as souvenirs of Batam Island, which currently only has one store as a marketing venue located in center of Batam. Sales of T-Obenk only depend on customers who come to the store, so the volume of sales tend to be unstable and increases at certain times just as in times of national holidays. Prospects for sales of products through the internet are potential, refers to the data of Internet users in Indonesia from year to year are increasing. Accordingly, opportunities for selling products online opens bigger. An appropriate system to accommodate the sale of products online is e-commerce.

At this final project designed an e-commerce system for T-Obenk using iterative methods and utilizing CodeIgniter PHP programming language. E-commerce provides benefits not only for the company, but also for consumers. For companies, e-commerce could reach a wider market, as a media promotion and marketing, and reducing the cost of renting a store, employee and company operations. As for the consumer, to shop easily and convenientlywithout any limitation of time or location as long as there is internet access.

E-commerce system in T-Obenk that have been designed and constructed have ability to handle the slaes activity for customers inside or outside of Batam Island with information of product that available without have to come to the store of T-Obenk. Beside that, company can facilitate the work of employees in serving customers and managing inventory and reporting of data, and increasing competitiveness among competitors. For further development, should be able to accommodate other business processes involving suppliers, partners consignment, the expedition and to provide another alternative for customers who want to access e-commerce, such as using mobile- based technology.

Keywords: E-commerce, system design, PHP CodeIgniter