ABSTRACT

Diserv is a clothing brand from Bandung. The product sales system is still lagging behind with current technological advances, because this brand still relies on sales through physical stores or commonly referred to as distribution stores or distribution stores. Changes in shopping behavior among the post-covid19 community, which initially turned conventional to all online, became a threat to the continuity of conventional stores. The purpose of this final project is to design a web-based clothing product sales application. This application development uses the System Development Life Cycle method with the Waterfall model. This application development uses PHP programming language with Laravel framework, MySQL database, and Bootstrap E-commerce web interface. This application can make it easier for customers to make purchases and find out detailed product information with the main features of product catalogs and product purchases.

Keywords: Clothing, E-Commerce, Website