ABSTRACT

Advances in information technology encourage the use of new innovations in online marketing. This article discusses marketing strategies through e-commerce-based websites for product sales using the System Development Life Cycle (SDLC) method. HeyBion stores use this system to make it easier for consumers to get complete information about products, place orders, and pay online. The creation of this website with the waterfall model of the SDLC ensures that the website creation process is arranged from stage to stage for product sales efficiency and supports competition in an increasingly competitive business world.

This final project discusses the development of an e-commerce website for HeyBion store with the aim of improving sales efficiency and expanding market reach. Utilizing the SDLC waterfall model methodology, this project aims to create a platform that facilitates the process of sales, purchasing, and inventory management. The main focus includes responsive interface design, payment system integration, real-time stock management, and website performance optimization. Challenges faced include scalability, data security, and integration with various external systems. The expected result is an effective, secure, and user-friendly e-commerce website, capable of increasing brand visibility and sales for HeyBion store. This final project also emphasizes the importance of ongoing maintenance and development to ensure the platform's long-term relevance and effectiveness.

Keywords: Online Marketing, Website, E-Commerce, Shopping