

ABSTRACT

TITLE : ANALYSIS AND DESIGN OF WEB-BASED FISH
COMMODITY SALES SYSTEM ON AFM GROUP MOTOR
SHIP

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The advancement of information technology through the internet is currently developing rapidly, the great benefits of using the internet are increasingly being used by companies in society to support their work efforts. Km. Afm Group is an online shop engaged in the sale of fish that has many consumers on the island of Sumatra that provides various types of fish and other commodities. various types of fish, as well as prices, Sales and marketing activities at Km. Afm Group currently only use the Whatsapp application as a promotional media and online ordering. Which is the lack of ordering efficiency and not the type and stock of Commodities and Commodity prices desired because of the incomplete details of Commodities and prices in the Whatsapp posts KM. Afm Group. To minimize these problems, it is necessary to build a computerized sales system based on a website so that it can improve sales performance and the website that will be built is also user friendly for users. Therefore, the author built an e-commerce application then the application was implemented web-based. Based on the explanation of the journal above, the author feels that there is a match with the existing problem, namely how to design and create an e-commerce website application that can facilitate KM activities. Adm Group uses E-commerce and web-based implementation of the system that has been designed to promote Fishery Commodities and can expand marketing.

Keywords: Design, Information System, Sales Information System, Sales, E-commerce, Website