

## ABSTRAK

**JUDUL : MEMBANGUN WEBSITE E-COMMERCE  
PENJUALAN BARANG-BARANG OUTDOOR DI  
BASECAMP KOMAGO STORE BUKITTINGGI  
MENGUNAKAN BAHASA PEMROGRAMAN PHP  
DAN DI DUKUNG DATABASE MySQL**

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**PROGRAM : SISTEM INFORMASI  
STUDI**

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Pemanfaatan teknologi informasi yang di gunakan Toko Basecamp Komago Store belum optimal, terutama dalam bidang pengolahan transaksi penjualan dan pemasaran produk yang merupakan barang –barang outdoor. Sehingga untuk melihat informasi yang dibutuhkan kurang efektif dan efisien. Jadi dari hal tersebut penulis mencoba memberikan solusi dengan membangun sebuah sistem informasi e-commerce berbasis website yang bertujuan untuk membantu atau mempermudah Toko Basecamp Komago Store dalam melakukan pengolahan bisnis yang di jalani.

Dalam hal ini penulis menggunakan metode penelitian didalam pengumpulan data, diantaranya adalah penelitian lapangan, penelitian perpustakaan dan penelitian laboratorium dimana data-data yang diperoleh dikelompokkan terlebih dahulu lalu dalam analisa dan hasil yang digunakan adalah Unified Modelling Language (UML) yang mana diantaranya, Use Case Diagram, Class Diagram, Sequence Diagram, Activity Diagram dan Deployment Diagram dan aplikasi yang dibangun menggunakan bahasa pemrograman PHP yang berbasiskan aplikasi berbasis website sedangkan database yang dipakai adalah MySQL.

Kata Kunci : sistem informasi, e-commerce, pemasaran, e-bisnis.

## ABSTRACT

**TITLE** : **BUILDING E-COMMERCE WEBSITE FOR SALE OF OUTDOOR GOODS IN BASECAMP KOMAGO STORE BUKITTINGGI USING PHP PROGRAMMING LANGUAGE AND SUPPORTING MySQL DATABASE**

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**FIELD OF STUDY** : **INFORMATION SYSTEM**

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The use of information technology that is used in the Komago Store Basecamp Store has not been optimal, especially in the field of processing sales transactions and marketing of products which are outdoor goods. So that to see the information needed is less effective and efficient. So from this the author tries to provide a solution by building a website-based e-commerce information system that aims to help or facilitate the Komago Store Basecamp Store in carrying out business processing that is being carried out. In this case the authors use research methods in data collection, including field research, library research and laboratory research where the data obtained are grouped first and then analyzed and the results used are Unified Modeling Language (UML) which include, Use Case Diagrams, Class Diagrams, Sequence Diagrams, Activity Diagrams and Deployment Diagrams and applications that are built using Visual Basic programming language based on desktop-based applications while the database used is MySQL.

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Keywords: information systems, e-commerce, marketing, e-business.