

Perancangan Sistem Informasi Penjualan Produk Berbasiskan Web (ECommerce) (Studi Kasus : Bedagan Motor Kota Semarang)

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Abstract

One important element in marketing management is to plan and creative marketing strategies that can support sales activities. Development of appropriate marketing strategies over time requires a mix of discipline and flexibility. Companies must be faithful to the strategy but must also find new ways to continue to improve. The marketing strategy also should demand a clear understanding about how marketing works.

Bedagan motor is a large company that serves the city of Semarang in buying and selling activities of all types of used motorcycles and already has 13 branches spread over in several places in the city of Semarang. In running the business, these companies rely solely on conventional marketing and sales methods, by displaying their products in the store and waiting consumers to make purchases of products or sell the motorcycle, without any marketing activities that are flexible and dynamic that can be profitable for the company itself.

In this thesis the authors implement a website marketing and selling products (E-Commerce) to Bedagan Motor that can provide important information to consumers with data search system that is easy and the bike is equipped with a branch office to determine the position of the motorcycle which sought. E-Commerce Website Bedagan Motor equipped with a data processing system of transactions that occur when customers make a purchase.

From the results of implementation and testing the system on the web-based product penjualan Bedagan Motor, which includes administrators and members, found that the E-Commerce website Bedagan motors can perform data searches bike with ease and give attention to factors detailed information of each motorcycle data to be searched , while also providing other supplementary features that can support the performance of companies.

Keywords : Marketing, E-Commerce, Motorcycle