

## ABSTRACT

### **E-COMMERCE APPLICATION DESIGN AS A SALES MEDIA AT ENVY BALI CLOTHING SHOP**

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*Envy Bali Clothing is a business entity engaged in the sale of clothing. In developing its business, currently Envy Bali Clothing promotes and sells its products which are still limited to social media so that it is still less effective in conveying information and processing transactions. The social media used by Envy Bali Clothing is only limited to displaying product photos and brief descriptions, this forces consumers or potential buyers to use the private chat feature on social media which is used to ask for more detailed information about the product they are going to buy. This study discusses the design of website-based E-Commerce applications using Object-Oriented Analysis and Design (OOAD) Methodology with Unified Modeling Language (UML) as tools and using the CodeIgniter framework with the aim of making e-commerce applications designed for Envy Bali Clothing stores as online sales media so that they can sell their products online. make it easier for buyers outside the area to purchase products by displaying complete information about available products and having a structured product category arrangement, expanding promotional media, and making it easier for Envy Bali Clothing to make reports without having to manually collect data from each transaction.*

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