

ABSTRACT

DESIGNING AN ONLINE OUTLET AS A MEANS OF ORDERING FOOTBAL TEAM T-SHIRT AT THE NIRMALA FCBC JERSEY STORE

Gheril Ramaditya Stiawan ¹⁾, Johannes Hamonangan Siregar., drs, M.Ed, Ph.D. ³⁾, Denny Ganjar Purnama S. Si, M.T.I. ³⁾

1) Pembangunan Jaya University Management Study Student Program

2) Lecturer of Pembangunan Jaya University Management Study Program

Nirmala FCBC Jersey is a business engaged in selling jersey. This business was started in 2018, aiming to get additional income from selling the jersey. The sales system that takes place at Nirmala jersey only conducts outlets or bazaars when there are football events or when there are matches between jersey lovers. The problem faced by the Nirmala FCBC jersey shop is that the store's marketing is still selling only certain football events, so the income for this jersey shop is decreasing. SDLC uses a step-by-step approach to system design through all stages of analysis and user activity for analysts. However, there are still many obstacles in publishing the work to the public and the community. One of them, the soccer jersey is a shirt that is in great demand, especially among teenagers to be used as everyday clothes, however, there are also jersey lovers who collect the jersey. With this application, it is easier for the Nirmala FCBC Jersey store to carry out promotions and branding because it is more flexible so that it can be adjusted according to the wishes of the shop owner so that it will get more customers.

Keywords ; Jersey, SDLC, Sale