ABSTRACT

ANALISIS DAN PERANCANGAN SISTEM INFORMASI PENJUALAN *ONLINE* DENGAN FASILITAS *CHAT* DAN OPSI EKSPEDISI SEBAGAI PENUNJANG KEBUTUHAN KONSUMEN BERBASIS *WEB*

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With the rapid advancement of technology, especially in the field of computers and the internet, it is very effective to create works. The use of internet and computer technology is also used for the sale or purchase of goods and services which are made through computer networks with methods specifically designed to place orders. Online sales business on eCommerce in Indonesia is in great demand by consumers. eCommerce that is currently in demand by consumers on the TikTok Shop platform, one of the sellers using the TikTok Shop such as Hoodie_addict which provides fashion products on the platform. But there are still many shortcomings of the TikTokshop platform, such as the absence of a courier service selection feature for delivery and customer chat to make product inquiries. Therefore, to complete these features, it is necessary to design an information and communication technology in the form of a web. This study aims to design a web-based system using PHP and HTML programming languages, as well as using the MySQL database available on XAMPP. Meanwhile, data collection techniques using observation, interviews and literature study.