

ABSTRACT

In the era of globalizations the development of community is increasingly facilitated by the internet which is an unlimited media. All the usual things to do with the access of the internet began from the minor things like reading horoscopes or news, watching cable tv, email, listening to the music, chatting, gaming, even for the sale and purchase transactions. Facilitate the sale and purchase transaction makes easy of buyers who do not have to come to the seller and the seller does not have to come to the buyer.

The basis of the above objectives are to make online shop with shopping cart method in feminine theme. Feminine theme is taken because the online shop here for selling women's clothing and accessories as well as visitors mostly dominated by women. According to the author, is reasonable to switch print designer to website designer. Media to be the most widely used in the next 1-2 years is that digital media which is open up a great opportunities for the writer.

Key words: Ecommerce, Online Store, Feminine collection

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