

## ABSTRACT

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Title : *Implementation of Application for Item Search With String Matching Brute Force Algorithm (Case Study : Sumber Makmur Store in Cileungsi Trade Center)*

*Abstrak— A shop is a meeting place for sellers and buyers to make buying and selling transactions every year. The process of trading offline makes turnover decrease and competitiveness increases because of increasingly advanced technology. There are several factors that influence sales, such as items that are sold less visible so that buyers have difficulty in finding the items needed. Offline sales are also decreasing because of the number of people who make buying and selling transactions online and looking for the desired items very easily just by typing the name of the product so that the buyer can easily find the desired item. String Matching is the search for a pattern in a text. The method used in this writing is the Brute Force method which can be used for searching goods. In this study an application was made to find a product so that it is easy for buyers to choose goods when searching for goods and give choices to sellers of what items they want to buy according to products sold on e-commerce Sumber Makmur. This application will display search results based on one keyword and display several products at once based on keywords and can provide choices to buyers.*

*Key words: online sales, search, brute force, string matching, e-commerce, applications*