

Abstrak

Pengguna *internet* yang meningkat serta terbukanya peluang dalam menjalankan bisnis melalui *internet* membuat para pengguna *internet* memanfaatkan kesempatan dalam menjalankan bisnis secara *online*. Sistem bisnis *multilevel marketing* mulai melirik peluang yang ada melalui media *internet* dalam menjalankan bisnisnya.

Pembuatan aplikasi ini berbasis *web* dengan menggunakan *framework codeigniter*. Pemilik bisnis *multilevel marketing* dapat menjaring *member* melalui dunia maya dan memasarkan produk secara *online*. *Member* dapat melihat jaringan multilevelnya melalui *website* dan dapat membeli produk secara *online*. *Member* dapat meminta pembayaran atas bonus yang diperoleh. Setiap *order* yang dilakukan oleh *member* akan dicatat dan ditambahkan langsung ke bonus *member*. *Member* dapat menulis *testimonial* atas kesannya dalam mengikuti bisnis ini sebagai penarik minat. Setiap cabang perusahaan dapat meminta barang ke cabang pusat dan setiap *manager* cabang dapat memantau kegiatan cabangnya.

Diharapkan dengan adanya aplikasi website ini dapat membantu perkembangan bisnis MLM e-commerce, baik dari segi multilevel berjenjang maupun dari segi penjualan produk.

Kata kunci: *multilevel marketing, e-commerce, bisnis*.

Abstract

Internet users who are increasing and the opportunity of doing business via the Internet makes Internet users take advantage of the opportunity of doing business online. The system multilevel marketing business begin to look opportunities via the Internet in run the bussiness.

This application based on web and used codeigniter framework. Multilevel marketing business owners can attract members through the cyberspace and they can market their products via online. Members can view their multilevel network through the website and can buy products online. Members may request payment for the bonuses earned. Any orders placed by members will be recorded and added directly to the member bonus. Member can write testimonials on their impression following the interests of business as a tailwind. Each branch of the company may request goods to the central branch and each branch manager can monitor the activities of their branches.

Hopefully with this application could help the development of e-commerce MLM business, both in terms of multilevel as well as in terms of product sales.

Keyword: multilevel marketing, e-commerce, business.

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