

ABSTRAK

Electronic Commerce (E-Commerce) didefinisikan sebagai proses pembelian dan penjualan produk, jasa dan informasi yang dilakukan secara elektronik dengan memanfaatkan jaringan komputer. Sedangkan Web 2.0 merupakan istilah yang digunakan untuk menunjukkan berbagai layanan di web yang memungkinkan pemakai untuk berkolaborasi dan berbagi informasi secara online. Gabungan dari kedua konsep tersebut melahirkan E-Commerce 2.0 dimana website tidak hanya memberikan pelayanan berupa penjualan produk, namun memberikan pengalaman social pada saat berbelanja atau belajar online.

Penggunaan konsep E-Commerce 2.0 dalam perancangan Aplikasi penjualan CD Software diantaranya yaitu pada pembuatan katalog produk, pembuatan cart dan pengelolaan content oleh user. Codeigniter adalah *Framework* PHP yang bertujuan untuk mempermudah proses pembuatan sebuah website dimana menggunakan metodologi MVC (Model, View, Controller). jQuery adalah Framework javascript yang mampu memperkaya interaktifitas dari sebuah website.

Dengan konsep E-Commerce 2.0 di harapkan penjualan produk lebih komunikatif dan interaktif, di karenakan keseluruhan situs memiliki banyak tempat untuk diskusi dan interaksi sosial.

Kata Kunci : E-Commerce , Web2.0 , E-Commerce 2.0, Codeigniter, jQuery

ABSTRACT

Electronic Commerce (E-Commerce) is defined as the process of buying and selling of products, services and information made electronically by using computer networks. While Web 2.0 is a term used to indicate the various services on the web that allow users to collaborate and share information online. A combination of these two concepts gave birth to E-Commerce 2.0 where the website not only provides services in the form of product sales, but the social experience when shopping or studying online.

The use of the concept of E-Commerce 2.0 in the design of software applications such as CD sales in the manufacture of a product catalog, making carts and content management by users. PHP Framework Codeigniter is intended to facilitate the process of making a website which uses the methodology of MVC (Model, View, Controller). Framework jQuery is a javascript that can enrich the interactivity of a website.

With the concept of E-Commerce 2.0 on product sales expected more communicative and interactive, on because of the overall site has plenty of room for discussion and social interaction.

Keywords: E-Commerce, Web2.0, E-Commerce 2.0, Codeigniter, jQuery

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