***ABSTRACT***

***Angelia / 53150140 / 2019 / Web Based Cakes Materials And Equipment Sales Design (E-Commerce) at Sumber Berkat Store, Bekasi / Joko Susilo, S.Kom, M.M, M.Kom.***

*With the development of information technology today, it has created new types of business opportunities where more and more business transactions are conducted online. One of the supporting tools in the progress of this era is the development of internet media. The development of the internet gives an important influence in all aspects of life.*

*With the internet, it is easy to sell cake ingredients and baking equipment such as Toko Sumber Berkat to sell online by creating e-commerce. E-commerce is a trading transaction contact between sellers and buyers using the internet media.*

*In general, the sales system at a cake shop and baking equipment sales store is still offline or as visitors or buyers who come to the store to choose and buy goods so that there are often problems in terms of promotion to compete in the market.*

*One of the steps taken to increase sales is to create a web application to facilitate the delivery of information on products sold, so that the seller can easily manage the goods sold and keep doing promotions to increase sales.*

*From the problems above, the writer seeks a solution to increase sales by creating a web-based sales system (e-commerce) for the sale of cake ingredients and baking equipment at Sumber Berkat Shop Hopefully this website is expected to provide convenience for shopping without coming directly to the store and expanding the marketing area of ​​Toko Sumber Berkat so that product sales are increasing.*

***Keywords: E-commerce, Website, Sales, Cake Material, Cake Equipment***