

ABSTRACT

As we know that nowadays more and more people are in need of clothing, food, and service needs to fulfill their daily needs. And because of the current pandemic, people prefer to fulfill their needs by shopping online. This is because online shopping is safer and easier than having to leave the house, go to a crowded place, and then sacrifice their health. Online shopping can help reduce the risk of contracting the virus because it avoids physical contact with other people.

Therefore, traders take the opportunity in this pandemic to increase their income by creating online stores to sell. They usually do marketing through social media and other online platforms by creating content in the form of images or videos. With the existence of social media now, more and more people are interested in buying goods, services, or food online. However, as I mentioned earlier, most traders only market their products by displaying pictures or videos.

Then if there are customers who want to buy, they can only order via message or e-commerce. I think there is one more thing that must be included in the way of ordering, namely the website. The website can also make it easier for buyers who want to directly process goods without having to consult with traders first. They only need to select goods and process payments on one website easily. Websites like this are usually owned by several large online shops or already have a name. However, shops that are still small or just starting to open their own brand usually don't have one.