

**FACEBOOK APPLICATION PROJECT:
ONLINE SHOPPING IMPROVEMENT IN SOCIAL
NETWORKING SITE**

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Abstract

Social networking sites have been used as e-marketing tool. People are now using social networking sites such as Facebook to market the product. But although Facebook features can support to market the product, that features was actually not made for support that activity. That issue led to several problems that caused other Facebook user that not intended to use this site as online shopping tool feels disturbed. Other issue is for people who intended to use Facebook as their marketing tool; the issue such as efficiency can be improved.

The proposed web application was made, the purpose of this web application is to solve the problem or issue that occurred and also to improve the efficiency when marketing product using Facebook. This proposed web application was made for support buying and selling activity at Facebook.

The process of creating this proposed web application will start from problem identification and user requirement analysis for supporting the online shopping activity. The identification of problem and user requirement will be identified based on survey findings.

Keywords: Facebook Application, Social Networking Sites (SNSs), Online Shopping