

ABSTRACT

Nowadays, consumers prefer to use the Internet and Technology to facilitate their shopping experience and use service providers to find the products they want. These service providers are commonly referred to as E-Commerce. E-Commerce utilizes technology for product management, online marketing, online transaction processing, electronic data exchange, and others. In addition to E-Commerce, social media has become an effective marketing tool, providing many opportunities for sellers to create Brand Awareness and Brand Image among customers. The purpose of this research aims traders make it easier to collect data on their products from every E-Commerce and social media service provider so that they can be well connected.

With the problems that have been described, the authors provide a solution by using a website-based product management application that has been integrated with E-Commerce and Signature social media, by utilizing the REST API feature.

This research intends to provide a transaction platform for the Signature Store and make it easier for admins to manage the existing product stock. The result of this research is developed Signature Store E-Commerce Website that has been integrated with the Instagram Shop and Facebook Shop, then develop a Product Management Application that is connected to the Signature Store E-Commerce Website. In questionnaire testing, it was found that 94,4% of respondents had the opinion that the Signature Store E-Commerce Website was appropriate to be used for transactions.

Keyword: *E-Commerce, Media sosial, Website, REST API, Industri Pakaian*