

ABSTRACT

E-Commerce through internet media that is currently being widely used because online buying and selling transactions make it very easy to buy and sell transactions. For example, transactions that occur at Think Top Drink Tangerang beverage store, this store sells babble tea and also powdered drinks of certain flavors. This research will discuss E-Commerce websites and promotional media on Think Top Drink stores. The problems faced in this study such as sales and media promotion of beverage products that can be seen in full by customers for intuk it is necessary once an E-Commerce website that can solve the problems that occur, The method used in this study is Bussines Model Canvas (BMC) which is used to analyze and describe and design the Think Top Drink business process model. And for the creation of e-commerce websites using content management system (CMS). The results of creating an E-Commerce website can help unlimited sales transactions and promotional media and will also facilitate lines of communication about new beverage products that will be introduced to consumers.

Keywords: E-Commerce, Business Model Canvas (BMC), Content Management System (CMS).