SUMMARY

THE IMPLEMENTATION OF FINANCIAL TRANSACTIONS RECORDING OF BATIK MADURA ONLINE SALES (STUDY OF BATIK MADURA RADDINA AND MADANI BATIK MADURA)

This study aimed to investigate the reasons and expectations of the underlying business decision to use the internet as a medium of batik Madura online sales with a focus on the Facebook as a medium for marketing products and limited to Business to Consumer transactions. In addition, this study aims to find out in more depth about the activities of recording financial transactions that occur, and its benefits for the sustainability of online sales (e-commerce) for the benefit of the sale of batik Madura.

This study is a qualitative interpretive research, the techniques used in data collection were interviews, observation, and documentation. Analyzed data collected by the reduction of data, display data and making conclusions.

The findings of this study indicate that there are several reasons underlying the use of Facebook as a media sales business is among others the desire to earn a revenue, a great business opportunity before people took advantage of Facebook as online stores at that time, not banded by time and place, cheaper at cost, and the existence of customer behavior. The findings are further studied batik seller has made a simple recording to record the financial transactions that occur. Batik Madura Raddina has made adequate records to obtain information that can be utilized for further business development, while the forms of records created by the Madani Batik Madura have not been able to deliver the expected benefits, so it still needs many improvements.