

# E-commerce Role of Fabric Industries

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**Abstract.** This research aims to help business people in using e-commerce and increase the sales results in the marketing of a fabric industry in Bandung. So far, marketing system has been carried out in a manual system that is handled directly by the customer, which makes it time-consuming and costly. Along with the usage of E-commerce in various fields, it is also used in the sales of fabrics. Making a website is one of the multiple ways to increase sales. In the current era of globalization, internet usage and social media are mandatory for many merchants who utilize sales through E-Commerce. This study uses a descriptive method with a qualitative approach carried out in specific fabric industry. The results of this study are the increase in sales of the products and how websites can be utilized in industrial areas. This happens because in using E-Commerce, customers can ignore distance and time. whenever and wherever the customer no longer has to visit or buy the items directly to the store. The conclusion is that e-commerce systems make it easy for users to access information about fabric products online.

**Keywords:** e-commerce, business, marketing

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