PORTAL DEVELOPMENT E-COMMERCE OF SMALL BUSINESS, MEDIUM (UKM) OF BANDUNG BY USING WEB-BASED CASE STUDY IN COOPERATIVE AGENCY, UKM AND TRADE INDUSTRY OF BANDUNG

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ABSTRACT

Cooperative Agency, UKM and Trade Industry of Bandung, which was formed in 2001 through the regulation of Bandung No. 5 in 2001, it formed to support the effort of economic society empowerment and every potential of the economic, especially those oriented to cooperatives and small businesses.

The difficulty which occur in this business is where the UKMs difficult to market their products and find the right buyer. So the customers also difficult to find the products that they needed. And the UKMs are also difficult to make an e-commerce web application itself, to market its products.

For buyers in the outside of the city of Bandung was too far away and its troublesome if they should go directly to each UKM and its very difficult also for the trader to market their products to customers who far from the city of Bandung. By building a portal application e-commerce web-based, its expected to be a good place for both the customers and UKM themselves in the marketing, sell and find the products that needed. Because of this web portal UKM should not have an expertise to make the web to have their own e-commerce web and they can market their products more widely.

Keywords : web portal e-commerce

1. INTRODUCTION

1.1 Identification Problems

Based on the above, then the problem can be identified namely:

1. Coverage is less extensive marketing of SME products.
2. Lack of information for consumers about the products offered by SME owners.
3. Lack of effectiveness and efficiency in the sales process, because the sale is still conventional.

1.2 Objektives

Based on the problems studied, the purpose of this thesis is to build e-commerce portal UKM Bandung web.

While the objectives to be achieved in building e-commerce portals are:

1. Can facilitate and manage the existing SMEs in the town of Bandung in promoting and marketing the product, it is
2. Can facilitate and manage the existing UKM in the town of Bandung in the second. Provide useful information for customers in finding products that are needed, ie information about the products offered by the owners of UKM.
3. Simplify and expedite the sale process, because the UKM and the prospective buyer does not necessarily have to meet in person or face to face to conduct transactions.
4. Bandung facilitate UKM to create their own e-commerce web.

1.3 Benefits

The benefits of E-Commerce website development, among othersain :

1. Can facilitate and manage the existing UKM in the town of Bandung in promoting and marketing the product, it is
2. Provide useful information for customers in finding products that are needed, ie information about the products offered by the owners of UKM.
3. Simplify and expedite the sale process, because the UKM and the prospective buyer does not necessarily have to meet in person or face to face to conduct transactions.
4. Bandung facilitate SMEs to create their own e-commerce web.

2. MODEL, ANALYSIS, DESIGN AND IMPLEMENTATION

2.1 *Model*

1. Data collection phase
- *a. Literature Study.*
- *b. Observation.*
- *c. Interview.*

2. Stage of software
- *a. Requirements analysis and definition*
- *b. System and software design*
- *c. Implementation and unit testing*
- *d. Integration and system testing*
- *e. Operation and maintenance*

2.2 Analysis System

Systems analysis is an activity of the decomposition of a data and information intact and visible into parts or components which aims to identify and evacuate the problems that arise, the barriers that may occur and the needs that are expected to lead to a solution for improvement and development into a better direction and in accordance with needs.

To understand the flow of information within the system, documentation is required in designing a portal application web-based e-commerce in the Department of Trade and Industry, SME Cooperative Bandung, so it will simplify the system development stage.

2.3 Desain

1. ERD (*Entity Relationship Diagram*)

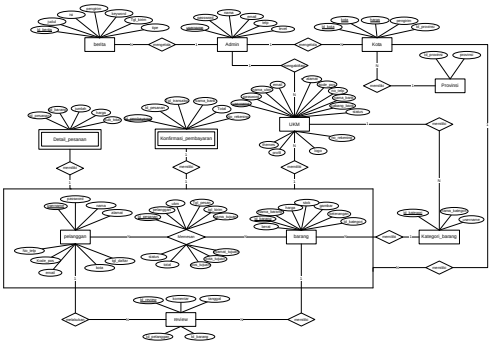


Figure 1. ERD (*Entity Relationship Diagram*)

2. *Relation table*

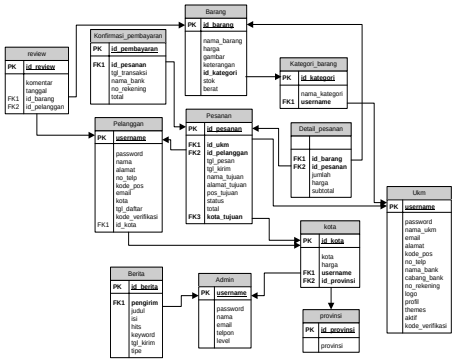


Figure 2. *Relation table*

3. Context Diagram

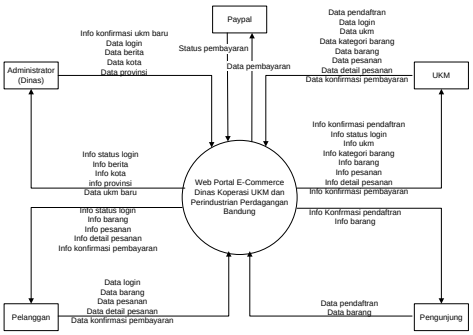


Figure 3. *Context Diagram*

4. DFD (*Data Flow Diagram*)

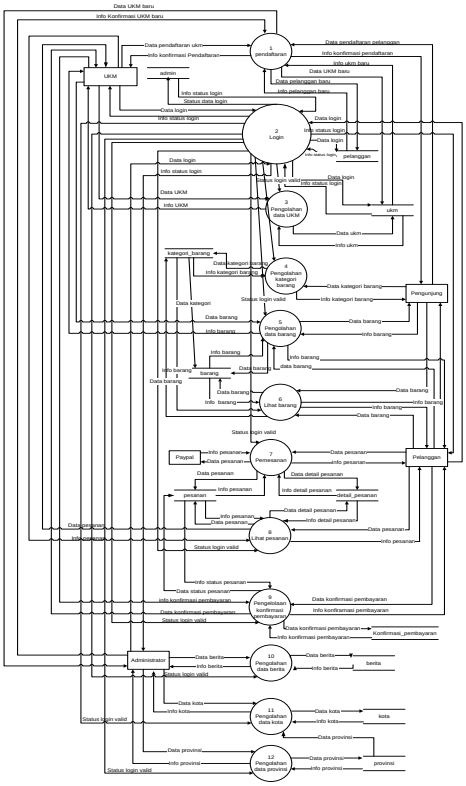


Figure 4. DFD level 1

5. Menu *web admin*

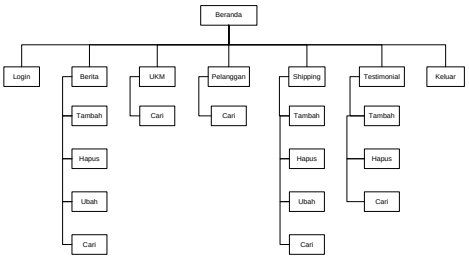


Figure 5. Arsitektur menu web *admin.*

6. Menu web UKM

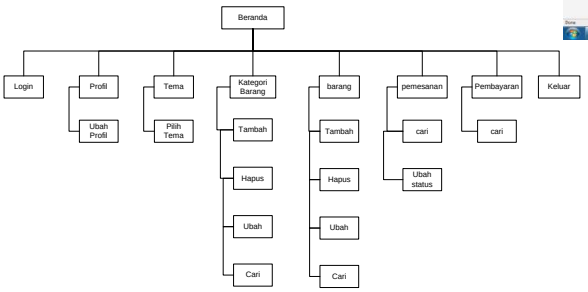


Figure 6. Arsitektur menu web ukm

7. Menu web pelanggan

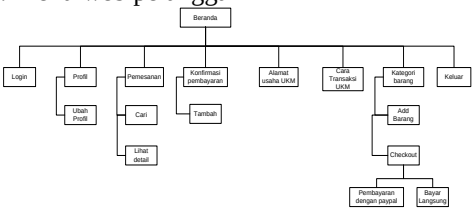


Figure 7. *Architecture of the web usr (visitor) menu.*

2.8 *Implementation*

The software used on computer systems in building E-Commerce Portal Web site are as follows:

1. Operating Systems *Windows XP Profesional SP 2*.
2. WAMP for internet and local database storage.
3. Macromedia Dreamweaver 8 for writing program code.
4. Mozilla Firefox as your browser

1. *Main page view visitors*



Figure 8. Main page visitors.

2. *Main page views admin*



Figure 9. *Main page admin.*

3. Display the main page of UKM



Figure 10. *Main page user (employees).*

4. Main Display users (subscribers)

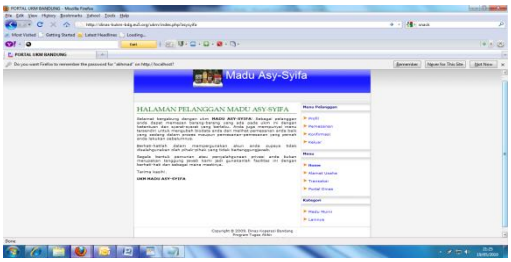


Figure 11. *Main page costumers*).

3. *RESULT AND DISCUSSION*

3.1 *Facilities E-Commerce Web Portal*

Portal E-Commerce Website built has the following capabilities:

1. Can facilitate and manage the existing UKM in the town of Bandung in promoting and marketing the product, it is
2. Provide useful information for customers in finding products that are needed, ie information about the products offered by UKM owners.
3. Simplify and expedite the sale process, because the UKM and the prospective buyer does not necessarily have to meet in person or face to face to conduct transactions.
4. Bandung facilitate UKM to create their own e-commerce web.

3.2 *Software*

E-Commerce website will run normally on the following software specifications:

a. Operating Systems Windows

b. Web Browser Mozilla Firefox

4. CONCLUSIONS AND RECOMMENDATIONS

4.1 CONCLUSIONS

Based on research conducted by the author about the making of E-Commerce Website Portal UKM Bandung, then the conclusion drawn following :

1. This application can provide information on products which are sold to prospective buyers UKM online.
2. This application can help SMEs in the city of Bandung in selling and promoting goods produced.
3. These applications can expand the target market of UKM products sales Bandung.
4. This application provides online transaction system that can facilitate in conducting transactions with a practical, safe, fast, unlimited distance and time, and with a fairly low cost.
5. This application can provide an acceptable level of security in online transactions so that customers will feel comfortable in dealing.

4.2 *Recommendations*

To further improve the performance of E-Commerce Website Portal UKM Bandung, the author proposes some suggestions that can be taken into consideration, namely:

1. Other features added to the further development of E-Commerce Website Portal UKM Bandung, such as chat feature that can be used as a means of communication between UKM with a potential buyer or the administrator with the SME department.
2. The interface can be made more attractive and more user friendly.

5. REFERENCES

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