# *DEVELOPMENT ONLINE FASHION MARKET TANAH ABANG MARKET – CENTRAL OF JAKARTA*

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## *ABSTRACT*

*Diversity of products offered to the purchaser of each merchant who was in Tanah Abang cause difficulties for buyers to know where the price of products according to buyer tastes. To find the appropriate product is then the customer can simply go to the shops or stalls of merchants one by one.*

*For buyers outside the city of Jakarta was too far away if you have to go directly to the Tanah Abang market and also for traders is very difficult to market their products to customers far from the Tanah Abang Market, with an application to build a web-based trading, where the application Online Fashion Market has made several facilities that can make it easier to find information about the products offered, and the product you are looking for. Applications Online Fashion Market is also very easy user to search for information there search facility and also assist traders in marketing and managing merchandise online.*

*Results from research conducted for the construction of Fashion Market Online application is easier traders in marketing their products online also allows traders to manage his wares on the Web Online Fashion Market, and makes it easy for customers outside the city of Jakarta in mncari merchandise in accordance with the wishes without to go to Tanah Abang market.*

***Keywords**: Online Fashion Market, the website*

## *1. PRELIMINARY*

### *1.1 Identification Problems*

*How to build Online Fashion Market.*

*Object Market research conducted in Tanah Abang Central of Jakarta.*

### *1.3 Objectives*

*Based on the problems mentioned above, the purpose of writing this final duty is to apply an e-commerce that can accommodate a lot of shops or stalls that make it easier in terms of marketing their products online.*

*As for objectives to be achieved in this research is :*

1. *For sales information clothing merchants to consumers online.*
2. *To provide convenience to the trader who will market their products online.*
3. *To provide convenience to the user (store owner) in view of the sales transaction reports.*
4. *To provide convenience to each user (store owner) to enter, modify and delete data on the sales of goods in the application Online Fashion Market.*

### *1.4 Benefits*

*The benefits in the development of geographic information systems, among others :*

1. *Can provide information selling clothing merchants to consumers online.*

2. *Can provide facilities to traders who will market their products online.*
3. *Can provide convenience to the user (store owner) in view of the sales transaction reports.*
4. *Can provide facilities to each user (store owner) to enter, modify and delete data on the sales of goods in the application Online Fashion Market.*

## *2. MODEL, ANALYSIS, DESIGN AND IMPLEMENTATION*

### *2.1 Model*

*a. 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 Analiysis System*

*Analysis system can be defined as the decomposition of a complete information system into its component parts to identify the problems and obstacles that may be proposed to the needs repairs. Analysis phase is the most critical stage and is very important, because errors in this stage will cause an error also in the next stage. Analysis of this system obtained through interviews and observations to be found in some data and facts that will be used as test material and the analysis to the application and development of an application of the proposed system.*

### *2.3 Design*

*1. ERD (Entity Relationship Diagram)*

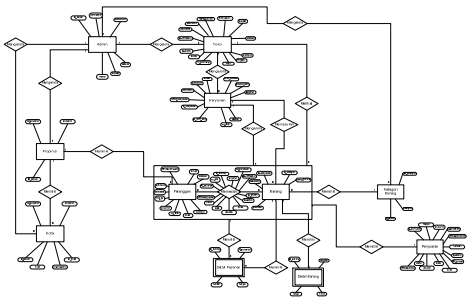


*Figure 1. ERD (Entity Relationship Diagram)*

*2. Relation table*

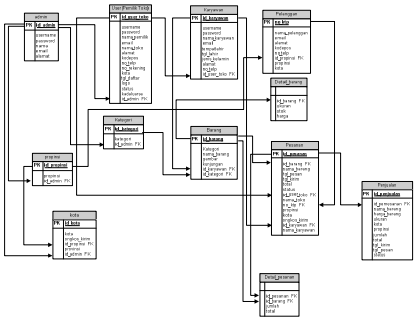


*Figure 2. Relation table*

*3. Diagram Konteks*

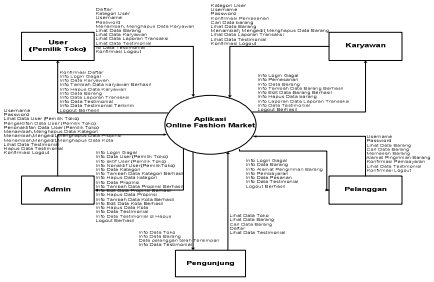



*Figure 3. Context Diagram*

*4. DFD (Data Flow Diagram)*

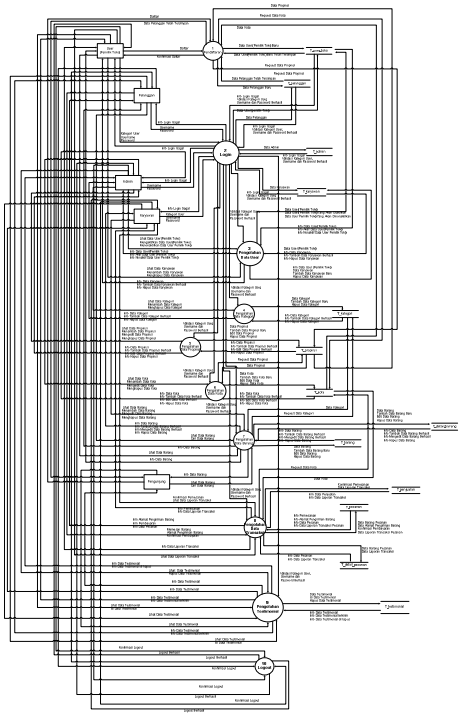


*Figure 4. DFD level 1*

*5. Web admin menu*

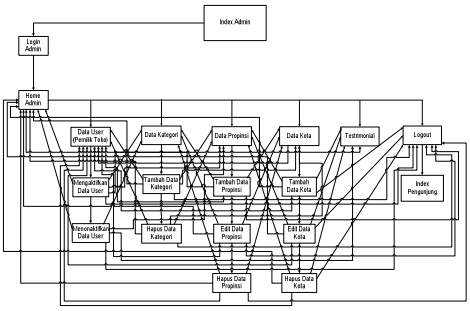



*Figure 5. Architecture of the web admin menu.*

*6. Web visitors menu*

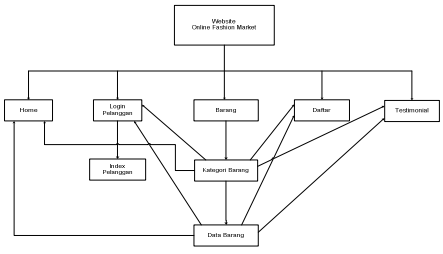



*Figure 6. Architecture of the web visitors menu.*

*7. Web user (store owner) menu*

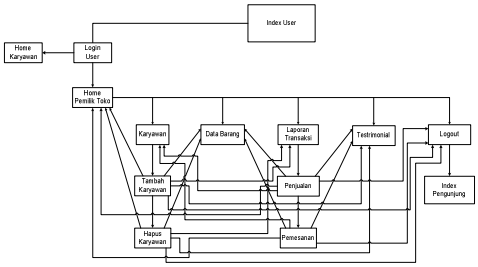



*Figure 7. Architecture of the web usr (store oner) menu.*

*8. Web user (employees) menu*

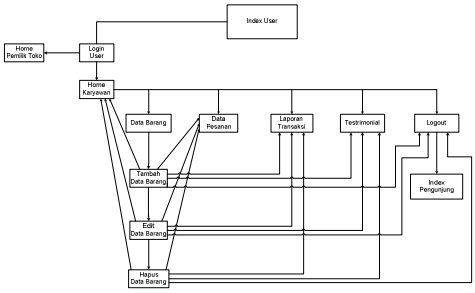
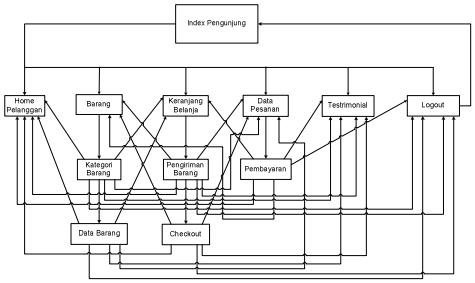



*Figure 8. Architecture of the web user (employees) menu.*

*9. Web costumers menu*




*Gambar 9. Architecture of the web costumers menu.*

## *2.8 Implementation*

*Software used on computer systems in building Fashion Market Online website is as follows :*

1. *Operating systems Windows XP Profesional SP 1.*
2. *WAMP for local internet and database storage.*

3. *Macromedia Dreamweaver 8 for writing program code.*
4. *www.byethost.com for web hosting website Online Fashion Market*
5. *Web Browser to call the windows website Online Fashion Market*

*1. Online Fashion Market database mysql format.*

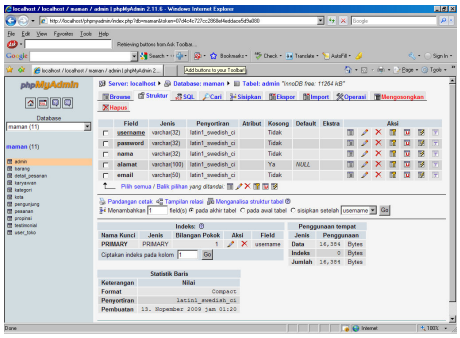


*Figure 10. Online Fashion Maket mysql database*

*b. Main page view visitors*



*Figure 11. Main page visitors.*

*c. Main page views admin*



*Figure 12. Main page admin.*

*d. Main page views user (store owner)*

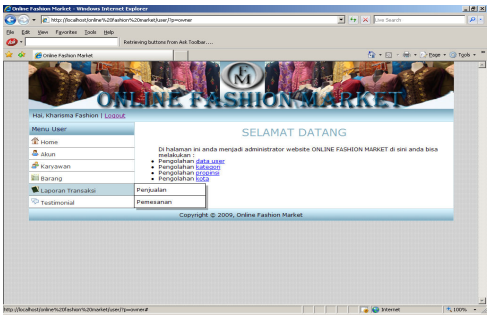


*Figure 13. Main page user (store owner).*

*e. Main page views user (employees)*

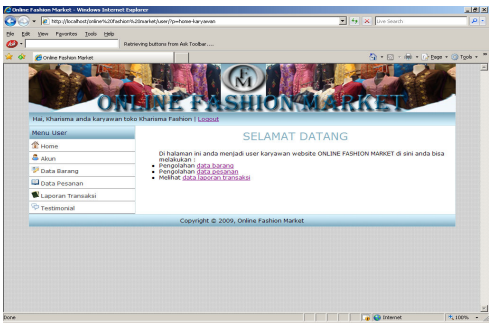


*Figure 14. Main page user (employees).*

*f. Main page views costumers*

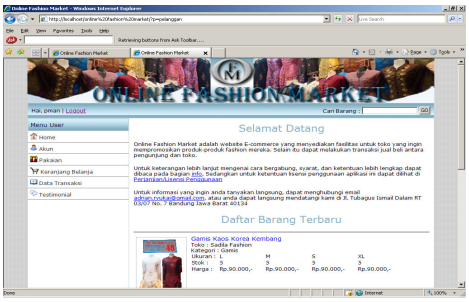


*Figure 15. Main page costumers.*

## *3. RESULT AND DISCUSSION*

### *3.1 Facilities Online Fashion Market*

*Information system built has the following capabilities :*

1. *Can provide information selling clothing merchants to consumers online.*

2. *Can provide facilities to traders who will market their products online.*
3. *Can provide convenience to the user (store owner) in view of the sales transaction reports.*
4. *Can provide facilities to each user (store owner) to enter, modify and delete data on the sales of goods in the application Online Fashion Market*

### *3.2 Software*

*Web Online Fashion Market will run normally on the following software specifications :*

1. *Sistem Operasi Windows*
2. *Web Browser*

## *4. CONCLUSIONS AND RECOMMENDATIONS*

### *4.1 Conclusion*

1. *Applications Online Fashion Market at up to facilitate customers looking for items that match with the wanted.*
2. *This pplications Online Fashion Market can facilitate the traders who will market their products online.*
3. *Applications Online Fashion Market offers convenience to the user (store owner) in view of the sales transaction reports.*
4. *Applications Online Fashion Market offers convenience to customers in a purchase transaction of goods and facilitate traders in the sale of goods melakuakan online.*

### *4.2 Recommendations*

1. *Internet technology allows information to be accessed from anywhere and by anyone. Therefore, security issues must be kept in mind for the system to stay awake from other parties who are not interested.*
2. *Application programs that have been built only be used by the four kinds of users, the administrators, shop owners, employees and customers.*
3. *Should have communication links between each user in this application in the form of a message or e-mail to communicate among each user.*

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