DEVELOPMENT OF MULTI LEVEL MARKETING SYSTEM POTENSIPLUS WEB-BASED ON CV. MUGHNI ARTA

Freddy Munandar

Universitas Komputer Indonesia
Jl. Dipatiukur 114 Telp. (022) 2506553, 2508412 Bandung 40132
Email : fredhopelane@gmail.com

ABSTRACT

Multi-level marketing (MLM) potensiplus.com web based on a MLM system which has been running count of the month April 2009. In a way was found several problems that bonus calculation process is not stable, there is no such network visualization organizational structure, then the registration process has not realtime via SMS. Based on these issues, then this system should be developed to optimize the performance of the company's systems so that existing problems can be overcome. As for some additional features such as registration via the web, via SMS bonus checks.

With the improvement and development of the system, it is expected to increase efficiency potensiplus MLM system performance. In the implementation of this potensiplus MLM system, the authors use the programming language PHP and uses MySQL database.

Testing is used to test the system is black box testing methods. Based on the results of alpha testing with a sample test case that has been done to the conclusion that the bonus calculation process has worked well for a functional system is able to produce the expected outputs. But no doubt that the system of MLM potensiplus still have a lot to be developed in order to become a more stable system so that members or consumers can enjoy doing business in potensiplus MLM system. From the beta testing has been done is to test the calculation of the response category option that has been distributed questionnaires in the field come to the conclusion that potensiplus MLM system development to facilitate its members to develop and monitor its network.

***Keywords**: multi-level marketing, website, potensiplus, MLM.*

1. INTRODUCTION

Identification problems of research on multi-level marketing system is the calculation of bonuses potensiplus royalties and the bonus downloads that have not been stable, there is no network visualization, admin difficulties in reporting the data member because there is no interface that provides these things, and the registration system via SMS has not realtime. Then in addition to these problems, potensiplus want to add some features such as, registration through the web, via SMS bonus check, full information matrix for the member, and a popout window when a new member to register.

The purpose of the research is how to develop a multi-level marketing system, web-based potensiplus on CV. Mughni Arta. Then the purpose of the research is that there are problems in identifying the problem can be solved.

2. MODEL, ANALYSIS, DESIGN, AND IMPLEMENTATION

Research method used is literature study, observation, and interviews with relevant parties. Then for the methods used in the development of this system using a model potensiplus waterfall.

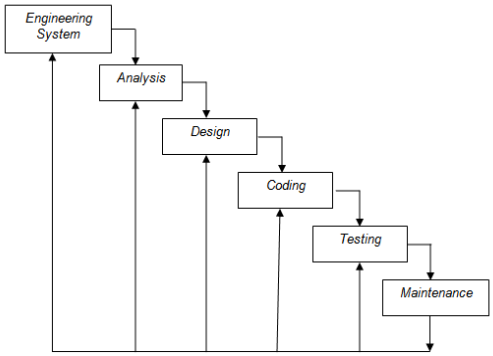


Figure 1. Waterfall Model

a. Enginerring System is an observation point where this method is used to obtain data in the field such as data calculation formulas bonus or MLM network structure design.
b. Analysis is to gather complete requirements and then analyzed and defined the needs that must be met by the application to be built.
c. Design is the design of the interface of the needs analysis has been completed fully collected.
d. Coding is the translation stage of data or software solutions that have been designed into the programming language that has been determined.
e. Testing is the testing phase is used to check whether the software is made in conformity with the specifications or not.
f. Maintenance is the maintenance phase of software that has been completed, and created software that can change according to demand from users. [1]

3. RESULT AND DISCUSSION

From the analysis results obtained more of the following:

1. Competition at the time the new member data will be stored in a table. The problem is when the data queue member is very much at all as there are 100 clients that connect to the server and was doing registration. So applications developed must be able to handle competition insert data member. Member ID is due to generate results. The solution menkonfigurasi writers adjust MySql Server with competition variables contained in the my.ini file in the folder mysql / bin. In addition the author also makes a simple procedure with a recursive concept, with the steps as follows:
a) Test whether the ID Member has been used
b) If so, generate a new Member ID and then go back to step 1
c) If not, test if the save data with ID Member is experiencing errors
i. If so, test whether the type of error is duplicate key in table,
If yes, return to step 1
ii. If not, store the new member data.

2. Handling Conditions on the relationship between the SMS gateway and Web Hosting, is as follows:

a) SMS gateway and the server is active or inactive website
In these conditions when the prospective member to register your bonus check or via SMS, the system will respond by giving back a message containing "We are sorry the server is not active, wait the next confirmation or contact customer service". In addition, the condition SMS gateway will not process the content of SMS, but SMS only store data for subsequent processing by the server when the connection has been active again. Some possibilities that cause the server is not active, disconnected internet connection or web hosting is having problems.

b) SMS gateway server is not active and active
In these conditions prospective member can only register through the website. Several possible causes SMS gateway is not active, the computer hangs, errors in the program and the service provider was problematic.

c) SMS gateway server is not active and inactive
In these conditions, the system can not respond to any and prospective member or user must take the initiative to contact customer service potensiplus.

4. CONCLUSIONS AND RECOMMENDATIONS

4.1. Conclusions

After doing research and analysis, the author can draw conclusions about the implementation of the development of Multi Level Marketing System PotensiPlus web-based, are as follows:

1. The calculation of royalties and bonuses weekly bonus process becomes more stable

2. Members can more easily see the visual network (such as organizational structure view) on the website

3. Accelerate and simplify admin PotensiPlus performance in handling the data members on website

4. Registration system via SMS to be realtime. So when a candidate member of the register and get a user id info, members can directly log into the website

5. By using PotensiPlus system has developed, PotensiPlus system becomes more efficient and to work optimally, as for the addition of features is as follows:

a. Providing an alternative member registration is through the web So when the SMS Gateway is in trouble, prospective members can still register through the website

b. Facilitate the members to fill the spots that were empty at the information network with a point blank to form a full matrix.
The information presented in tabular form to provide a description of the points that could form the full matrix

c. Facilitate the members to know the value of the bonus owned by SMS

d. Responsive system that provides information on the form of display screens when there are new members.

4.2. Recommendations

In order for this program can be used more optimally the advice of the author are:

1. Must be a maintenance of the system that has been made to maintain the system properly.
2. Activation cards printed in accordance with the amount of member that have registered, so the card was there activation ID and ID Upline Sponsor to facilitate prospective members to join. When a new member to register, then the activation of 5 cards will be made with the ID information and ID Upline Sponsors. Sponsor ID will be determined when generated, while the Upline ID will be printed in accordance with the new Member ID register it.

5. REFERENCES

[1]. Roger S. Pressman, Ph.D., 2002, Software Engineering Practitioner Approach Book One, Mcgraw Hill, Penerbit Andi, Yogyakarta.