APPLICATION OF E-COMMERCE APPLICATIONS AT AMNE SHOP

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ABSTRACT

In line with developments of technology, companies are increasingly encouraged to use technology as a weapon to survive and compete superior. Amne Shop is a home industry which is active in selling women's shoes. Development of e-commerce aplications based on the current manual system. Manual system which is currently the only form of markeating based on consumers who come directly to the store. In addition, Amne Shop has several obstacles, which ranging from the promotion, transaction process and to make sales reports are still done manually so sales reports has not been wel described.

In the process of developing e-commerce application using a data analysis technique and use waterfall software development, whereas for data modeling using Entity Relationship Diagram structured method (ERD) in which to describe data models and Data Flow Diagrams (DFD) to describe the functional model.

Sytem builder software is PHP with MySQL 5.0 database server. For payments from transactions that occur could be through paypal or bank transfer with data security applications using IP-Dedicated and use SSL (Secure Socket Layer).

After successfully through the stages in accordance with the selected method, therefore in implementation of e-commerce system for subsequent examination system which consist of alpha testing and beta testing. Based on the test results can be concluded that the system works as expected.

***Keyword** : E-commerce, DFD, PHP,MySQL, Waterfall Method.*

1. INTRODUCTION

In line with developments in technology, companies are increasingly encouraged to use technology as a weapon to keep afloat and it is superior to the competition in an increasingly competitive day tight and hard. Lately, the Internet is used as a tool for competition between companies from one another. It will also bring a huge impact for any company. The impact on competition aspect is the formation of an increasingly sharp competition. Economic globalization is also making constant changes to the simultaneous, rapid, radical, and deep. So the company must have the ability to adapt to rapid change so that the company would be able to compete with its competitors.

Evolution on the internet is one of the most interesting phenomena in technological progress that is happening now. One of the main aspects that may be spelled out in this evolution is the emergence of electronic commerce (e-commerce) in a business environment. E-commerce is changing almost every region and every activity of business functions, ranging from selling and buying advertising. With the birth of e-commerce enables customers to make buying and selling without having to come into place.

Amneshop is a boutique that sells shoes, sandals, apparel and accessories for women. There are many other boutiques that sell the same product with Amne shop, demanding Amne store to find a better marketing strategy. With the expansion of world trade is not enough for companies just relying on ads and flyers, brochures and installation of billboards. By using such marketing methods that will not require a small fee, and also this kind of marketing

methods that are considered less effective and not well targeted.

Consumers are also often difficult to know the product - the latest product offered by Amne Shop due to lack of presentation of information on existing product data in Amne Shop, this is because the presentation is still a conventional product information. Presentation of information products that still use the catalog - a catalog of paper is considered less effective because consumers do not automatically get the latest information about the products they want. Product information here is a model of goods that consumers want, color, size and so forth. This statement is based on interviews with some consumer Amne Shop. These constraints affect the attractiveness of sales.

Cyberspace (the internet) is the most effective strategy in marketing is good for corporate or business entities or individuals who want to market their products globally, not just float in one particular area. Marketing products through the internet is more profitable than using the usual methods such as telephone, fax or directly come to the site to sell floating only in one particular area only. This is one reason why more and more companies use marketing strategies.

Given the above Amne Shop, located in Bandung, expect a solution that can support and promote the sale of Amne Shop products globally, in addition to providing comprehensive information also makes it easier in the process of sales and marketing.

The purpose and objective of writing this essay is as follows: Based on the problems studied, the objectives of this research is to develop e-commerce applications in Amne Shop, while the goal to be achieved in this study are:

1.Expand marketing network products offered

2.Facilitate consumers in knowing what the products offered by amne store without having to visit the store directly.

3.Facilitate consumers in the process of ordering products so that consumers can conduct transactions wherever he is without having to visit the store directly. And transaction processing are not floating in a certain area only.

4.Build a system to help amne shop for competitive advantage among the intense competition between products of shoes now, and so forth.

2. MODEL, ANALYSIS, DESAIN, DAN IMPLEMENTATION

2.1 Model

Data analysis techniques in making software, using modeling software with the waterfall method, which includes several processes such as:

a. System Requirements Analysis

This model begins with the search needs of the entire system to be applied in the form of software. It is very important, considering that the software must be able to interact with other elements such as hardware and databases.

b. Analysis

Finding, defining and understanding the needs of the software. To know the nature of the program to be made, such as the functions you need, performance (ability) and the interface is needed. This stage should be documented and presented to the user system.

c. Design

Design is a process used to alter the above needs to be representation in the form of software design before coding begins. Design should be able to implement the requirements mentioned in the previous stage. Like the previous activity, then this process must also be documented as the configuration of the software.

d. Coding

To be understood by machines, in this case is a computer, then the design must be transformed into a form that can be understood by machines, ie into the programming language through a process of coding. This stage is the implementation of the design phase.

e. Testing

Testing is something that is made must be tested. So it is with software. All software functions should be tested, so that the software is free from error, and results should be in strict accordance with the needs that have been defined previously.

f. Maintenance

A software maintenance is required, including the development, because the software that made no forever just like that. When the run may still have minor errors that are not found before, or are there additional features that did not exist in the

software. Development is required when a change from an external company such as when there is change of the operating system, or other devices.

2.2 Analysis

2.2.1 Analysis Of Current Procedure

Based on this research, there are several procedures performed in the distributions of Mars, including:

1. Procedures for the sale of goods

After analyzing the current procedures, can be seen that in the sale of goods, customers have come to Amne Shop and in the manufacturing sales report still manual.

The proposed solution is to build e-commerce to overcome this problem.

2.2.2 Functional Requirements Analysis

2.2.3.1 *Diagram Context*

Context diagrams are diagrams that illustrate the general who became the input, process and output that occurs in a system. Context diagram for the software to be built

Context Diagram of E-commerce websites in Amne Shop can be seen in Figure1.

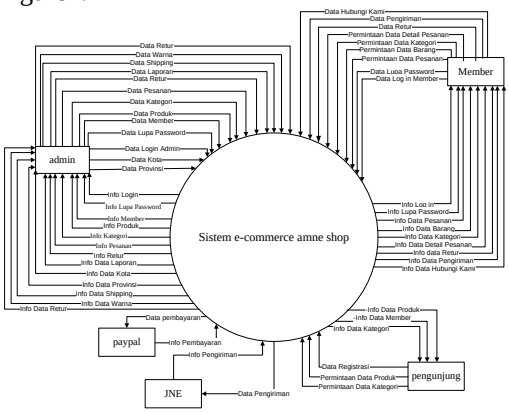


Figure 1. Context Diagram of e-commerce application development at Amne Shop

2.2.3.2 DFD Level 1

DFD Level 1 for the development of e-commerce in practice Amne Shopsame can be seen in Figure 2.

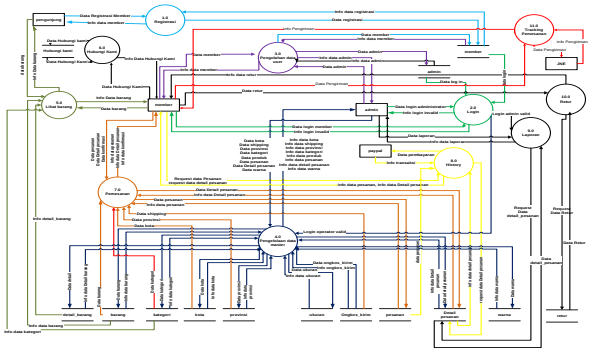


Figure 2. DFD Level 1 E-commerce Application Development at Amne Shop

2.2.3.3 Relation Schema

Relation schema of the development of e-commerce applications at Amne Shop be seen in Figure 3.

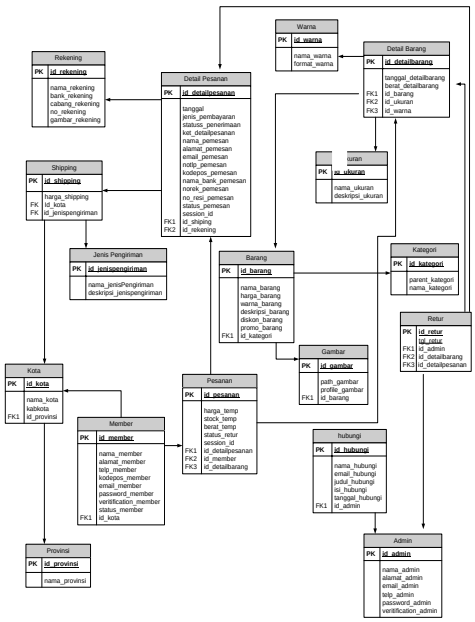


Figure 3. Relation scheme of e-commerce application development at Amne Shop

2.3 Design

Design the menu structure is the use of point systems that are easy to understand and easy to use. The design of the menu structure of e-commerce application development at Amne Shopis divided into three users, namely:

a. Visitor menu structure
It can be seen in Figure 4.

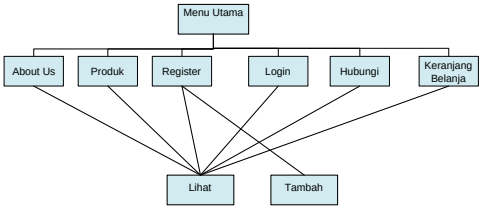


Figure 4. Visitor menu structure

b. Structure member menu It can be seen in Figure 5.

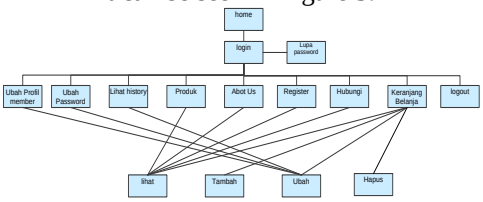
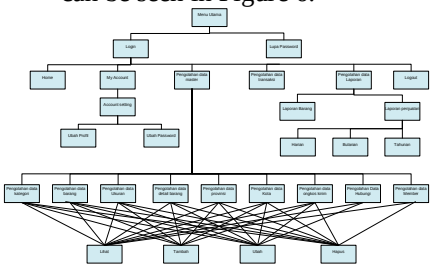


Figure 5. Member Menu Structure

c. The structure of the admin menu It can be seen in Figure 6.



Figur 6. Admin menu structure

2.4 Implementation

Plan testing will be done by testing the system as alpha and beta.

Based on the results of alpha testing and test samples that have been the case can be concluded that in each process still allows for syntax errors and mistakes in the logical point of view, because the error handling capability has not been fully dealt with, but functionally the system is able to produce the expected outputs.

Based on test results betha with sample test cases that have been done to give the conclusion that e-commerce website can mepermudah in the process of promotion and sale of products offered and looks user friendly.

3. RESULT AND DISCUSSION

From analysis and design that has been done, the results of the application built one of them might look like in Figure 7. below:

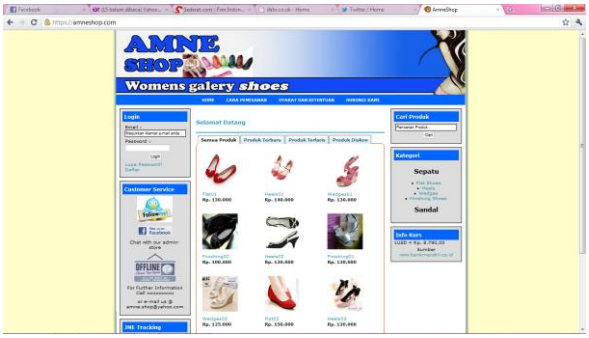


Figure 7. Display applications

4. CONCLUSIONS AND RECOMMENDATIONS

4.1 Conclusions

Based on research conducted, it can be concluded from e-commerce application development in Amne Shop as follows ::

a. With this website the customer becomes easy to get the right information and details about the product without having to come to the store.With this website sellers to expand its market share.
b. With the flexibility this website will be achieved because each customer can conduct transactions wherever he is.
c. With this website the customer who is outside the city will continue to conduct transactions without having to come to Bandung.
d. With this website, store can expand its market share

4.2 Recommendations

Based on the above conclusions, the suggestions should be expected that the development of more enhanced interface design can be more attractive for consumers and the need for development in the ordering process.

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