DEVELOPMENT APPLICATION-BASED E-COMMERCE ONLINE IN NEVERSUCK

Agung Yudhistira

Fakultas Teknik dan Ilmu Komputer
Jurusan Teknik Informatika - Universitas Komputer Indonesia
Jl.Dipati Ukur No.114-116 Bandung 40132
e-mail : nh.purnomo@gmail.com

ABSTRACT

Neversuck is a company engaged in the business of selling goods distribution products, particularly products of distributions, such as shirts, pants and others. In the process of promotion and product sales Neversuck have problems, ranging from difficulties in the process of selling products to customers distributions originating from outside the area of Bandung, still using the conventional method of selling, and the lack of media transactions in Neversuck reservations.

To overcome these obstacles, it is constructed of Sales Systems Applications E-Commerce based on Neversuck Oline, with the modeling software used is structured method. This sales system is built with data security and networking applications is assured, and uses two ways of payment, ie payment via bank transfer, and PAYPAL.

Based on the research and testing do alpha and betha of Sales Systems Applications E-Commerce based on Neversuck Oline, conclusions can be drawn is known that this sales system can help simplify the process of selling products to customers distributions originating from outside the area of Bandung, changing the way sales become more effective and efficient, and can add to the media and media booking transaction sales transactions in Neversuck.

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Keywords :
e-commerce.

1. INTRODUCTION

1.1 Background

Bocah Cilik Shop is an effort that addresses at Jl. Sekelimus ix no. 03 Batununggal Bandung. This business was founded in 2009 by Finda Aproditasari.

Neversuck is a company engaged in the business of selling products distor goods, such as shirts, t-shirts, shorts, pants, and others. The new company was incorporated in 2003, is one of the new company that is developing in the business of selling products, especially goods distro in Bandung and West Java in genera..

Based on direct interviews with the marketing Neversuck, it is known that the system of sales, marketing, and promotions in use today is by the spread of advertising through brochures, and direct selling to customers or health agency terkait.Neversuck having some problems while using the system at the current sales , Neversuck experiencing difficulties in the process of selling products to the customer's distribution of goods originating from outside the area of Bandung. In addition, Neversuck current sales system was still using the method of selling a konfensional, namely to buy the products distribution of goods, the buyer must come directly to Neversuck or vice versa.

Neversuck have enough customers in the area of Bandung and its surroundings. But from the results of interviews conducted with several customers, found there are some customers who complained about the

lack of media and media booking transaction in Neversuck sales transactions, and to this day to make a reservation at Neversuck products, customers still use via telephone and email.

Activities in this Neversuck is to market products directly to individuals who are inside or outside the territory of Bandung. So it takes a new web-based sales system, which can help the process of selling goods products distributions between Neversuck with customers, as well as facilitate the dissemination of information or marketing outside the area of Bandung, and Business To Consumer (B2C) is selling the right concept with the working mechanism in Neversuck, where Business To Consumer (B2C) is usually applied toto the new company was growing,and doing marketing and sale of goods with a small scale . Based on data and facts, it is necessary to build systems products sales web-based distribution of goods to the concept of Business To Consumer (B2C) in Neversuck

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1.2 Problem Formulation

Based on data and facts from the above background, can be formulated problem is how to build a system of sales of products based distro Online With Business to Customer (B2C) concept in Neversuck**.**

1.3 Review Of Literature

1.3.1 Pengertian *E-commerce*

Ecommerce (electronic commerce) is one of the technology developed rapidly along with the internet presence in our lives. Many people get the benefits of ease of doing business via the Internet.

E-Commerce is part of e-business. Where e-commerce refers to the Internet for online shopping and its scope is narrower. As a sub-device of e-business. Payment methods on e-commerce is conducted through a digitally transfer money through your paypal account or credit card. While e-business on the internet but refer broader coverage. Business relationship occurs when companies or individuals to communicate with client or customers via email but the marketing sales made through the internet. This method can provide the advantage of flexibility and efficiency of security. Payments are made through digital payment using e-gold that has been recognized around the world in conducting online transactions.

E-commerce comes from the service EDI (Electronic Data Interchange). EDI services has grown so fast in countries that have a computer and telephone networks.

Thus, it can be concluded that e-commerce is the process of buying and selling services or products between two parties via the internet (Net Commerce) and similar mechanisms of electronic business with a focus on individual based business transactions using the internet as a medium of exchange of goods or services, both among the agency or individual with the agency (Net-Ready).

1.3.2 SSL (*Secure Socket Layer*)

SSL (Secure Socket Layer) was developed by Netscape to secure HTTP and still this is the ultimate use of SSL. SSL is important because many common products such as Netscape Communicator, which is commonly used products, use SSL. Secure Socket Layer is an encryption method developed Internet. It supports several different encryption protocols, and provide client and server authentication. SSL operates at the transport layer, creates a secure channel for data encryption, and can encrypt data of many types. This can be seen where visiting a secure site to view a secure online document with Communicator, and servers as the basis for secure communications with Communicator, as well as many other Netscape Communications data encryption. Or we can say that SSL is a layer protocol. In each layer, a data consist of long descriptions and content. SSL retrieve data to be sent, broken into irregular blocks and then compressed, if necessary, apply the MAC, encrypted, and

the results delivered. At their destionation, decrypted data, verification, decompress, and reconstituted. The result is sent to the client on it.

1.3.3 Paypal

Currently, paypal is a tool of the most secure online payment. Paypal gives wisdom written protection for the buyer. Buyers who use PayPal to make a complaint within 45days if the buyer has not received goods in a message or if the item does not fit the description of the seller notified. If the buyer uses a credit card will receive a refund or charge back from credit card companies. Paypal also protects the seller from a refund or complain that is not true of the buyer after verification. Written for the seller protection policy designed to protect sellers from buyers who claim to have claims sent money but there is no record evidence of payment and transaction records. Every purchase using paypal there is always a record of evidence in paypal account sending and receiving money which will be used as evidence that there has been a financial transaction. Thus, it can be concluded that the use of facilities more secure online payment paypal online payment instrument other than good for the buyer or seller.

2. ANALYSIS, DESIGN AND IMPLEMENTATION

2.1 System Analysis

The analysis system can be defined as the decomposition of a system of full information into their component parts with a view to identifying problems, obstacles, opportunities and needs, so it can be proposed its reforms.

2.2 Functional Needs Analysis

2.2.1 Context Diagram

Context diagram is a diagram illustrating the input, process and output generally occurring in the system. Context diagram for the online sales system can be described as follows Neversuck .

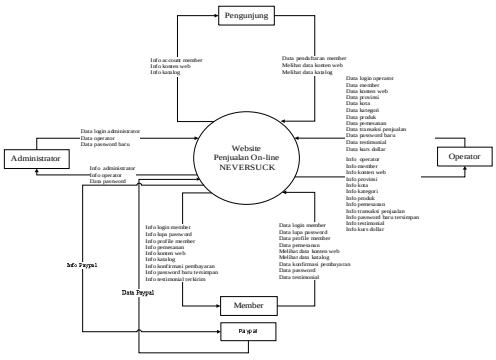


Figure 1. Context Diagram

2.3 Design Databases

2.3.1 Relation Scheme

Relation schema describes the relationship between data, meaning data and limits. Form relationships between tables from online sales of the proposed system are as follows

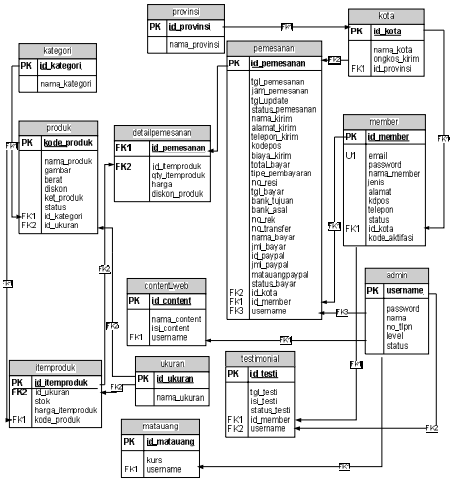


Figure 2. Relation Diagram

2.4 Architectural Design

2.4.1 Design Interface

Interface design aims to provide a snapshot of the application to be built. So that will facilitate the implementation of applications. Here is a display interface that is designed on an online sales website NeverSuck:

1. Design Of The Admin Interface

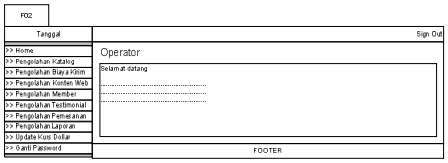


Figure 3. Interface Admin

2. Design Of The Member Interface

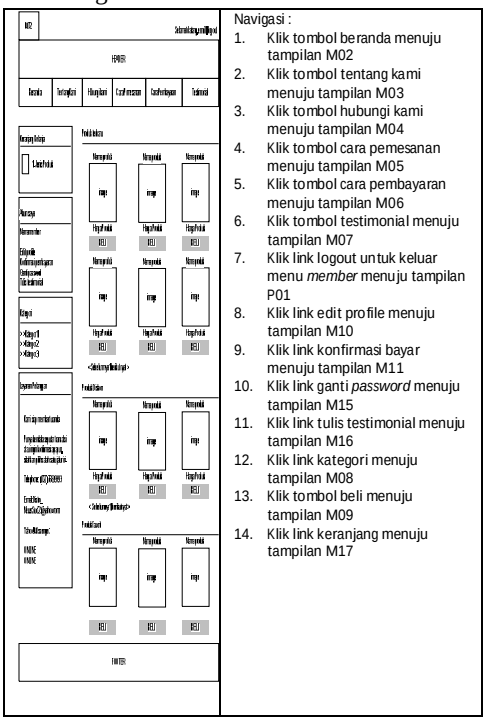


Figure 4. Interface Member

3. Design Of The Visitor Interface

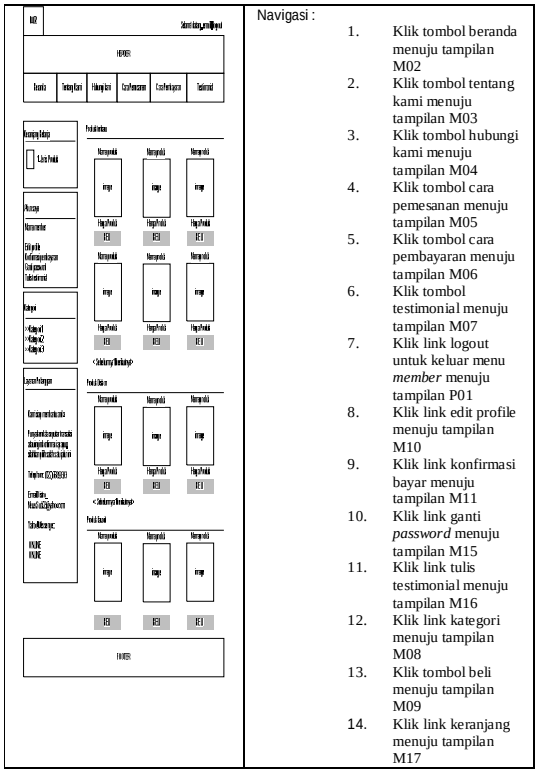


Figure 5. Interface Visitor

2.4.2 Menu Structure Design

1. Visitor Menu Structure

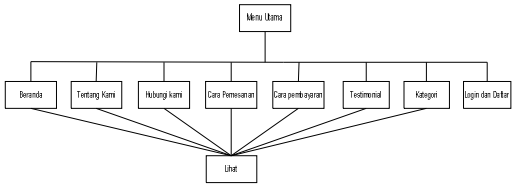


Figure 6. Visitor Menu

2. Member Menu Structure

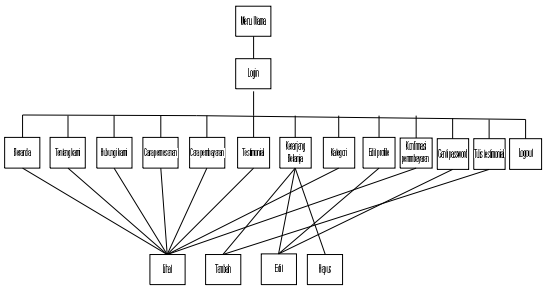


Figure 7. Member Menu

3. Admin Menu Structure

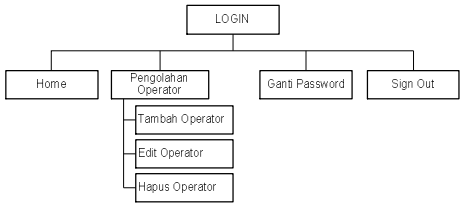


Figure 8. Admin Menu

2.5 IMPLEMENTATION

2.5.1 Interface Implementation

1. Interface Visitor

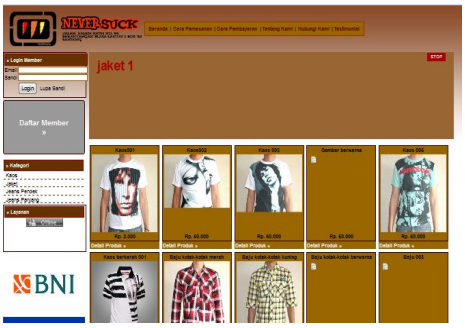


Figure 9. Interface Visitor

2. Interface Member

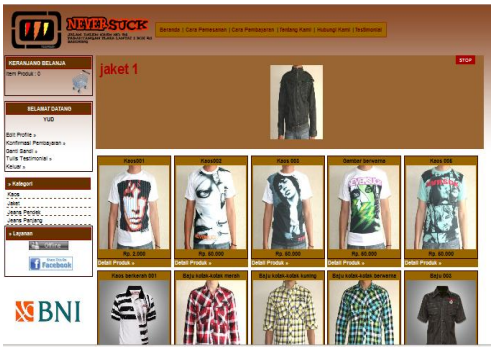


Figure 10. Interface Member

3. Interface Admin

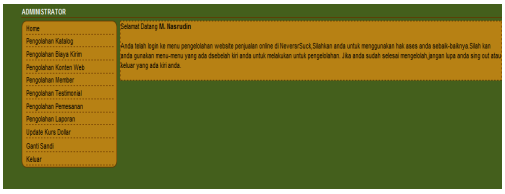


Figure 11. Interface Admin

3. RESULT AND DISCUSSION

3.1 Result Alpha Testing

Based on the result of alpha testing can be concluded that the development of e-commerce application in store Little boy writing error-free and functionally release the results as expected.

3.2 Beta Testing

From the results of beta testing has been done is by providing an online questionnaire to visitors of websites little boy, it could be concluded view website Bocah Cilik Shop interesting and easily understood, the member registration process is quite easier for visitors to become members, Little Kid Store website helps customers to provide latest product information, media paypal and bank transfer payments are applied to simplify customers' Bocah Cilik Shop in making payments, and the ordering process at Bocah Cilik Shop enables customers.

4. CONCLUSIONS AND RECOMMENDATIONS

4.1 Conclusions

Based on research conducted by the author about making online sales website in NeverSuck, then some conclusions can be drawn as follows:

1. This application can help the company in selling goods such distributions.
2. This application can provide information about NeverSuck products to customers and provides convenience to customers to make ordering goods online
3. .This application can help companies manage product data and ordering data items.
4.

4.2 Recommendations

In order to improve performance in application development is built, the authors propose some suggestions that can be considered, namely:

1. There needs to be development in the member registration process.

2. There needs to be development in the booking process, which can facilitate customer.
3. There needs to be development in the handling of returns
4. It is necessary to develop the design to make it more attractive appearance.

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