BUILDING THE SYSTEM OF E-COMMERCE ON 2nd SKIN CLOTHING COMPANY

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ABSTRACT

2nd Skin Clothing Company is a trading company engaged in the sale of clothing men and women. Sales are applied to the 2nd Skin Clothing Company store current customers still come to the store to look for goods to be purchased. To solve the problems faced by the 2nd Skin Clothing Company above, increase sales and reach a wider market share then the 2nd Skin Clothing Company wants to use technology in marketing and sales strategies by implementing E-Commerce.

E-commerce is one of the use information technology in the field of trade. E-commerce or electronic commerce can clearly be tranlated as a sale and purchase transactions conducted through electronic media. Use of E-commerce is very effective because the system has taken over all operations that had been done manually.

To build an e-commerce application, a tool used to describe the system model is a data flow diagram (FlowMap), context diagrams, and Data Flow Diagram (DFD), as well as in database design using a data dictionary, and Entity Relationship Diagram (ERD).
Applications E-commerce created is expected to be a media campaign, helping to increase sales and also to simplify the consumer int the process of booking and payment of a product because it is done on-line.

Keyword : E-commerce, Data Flow Diagram, On-line.

1. INTRODUCTION

2nd Skin Clothing Company is a company engaged in the business of selling apparel such as t-shirts, shirts, pants and others are addressed in Kedoya Ujung Jl. Agave Raya Block A-D C5 West Jakarta. How to apply sales in the stores now that consumers have come to the store to find and select items to be purchased, making it difficult for consumers who are far outside the city of Jakarta. 2nd Skin Stores wants to expand the market outside the city of Jakarta to obtain the maximum profit.

From the observations in this store may have constraints on the expansion of product marketing out of Jakarta. In marketing the product which is derived from the 2nd Skin using catalogs, brochures are distributed to consumers. This led to the inefficient way in doing as it takes considerable operational costs.

In addition to the transaction and store promotions are also still difficulties in data processing of goods, because this store is still doing it manually has not been computerized and thus affects the effectiveness of the work. For example, in terms of making a report it will take a long time because they have to check the transactions that occur.

Looking at emerging technologies in the world of trading today, 2nd Skin trying to innovate the product sales to consumers by utilizing e-commerce technology that sales are handled online. Hence the need for media that can help store 2nd Skin in interacting with consumers that can be accessed on the Internet network anytime and anywhere without having to come to the sales and online transactions are done anytime and anywhere quickly and securely.

The intent and purpose of writing this essay is as follows:

Based on the background of the problem and identify the problems that have been described above, the purpose of this thesis is " BUILDING THE SYSTEM OF E-COMMERCE ON 2nd SKIN CLOTHING COMPANY".

While the goal to be achieved in this study are:

1.Facilitate the consumer in knowing what products are offered by 2nd Skin without having to visit the shop directly.

2.Easing 2nd Skin to promote products and market wider to the outside of Jakarta with the use of Internet media, so consumers can see the 2nd Skin product anywhere.

3.Facilitate consumers in the process of ordering products so that consumers can conduct transactions wherever he is without having to visit the shop directly.

4.Make it easier for companies to manage the consolidated reservations, sales.

2. MODEL, ANALYSIS, DESAIN, AND IMPLEMENTATION

2.1 Model

Data analysis techniques in the making software using modeling software with waterfall method, which involves several processes including:

a. Engineering and Modeling

At this stage, engineering involves gathering information on the application needs to be built.

b. Analysis

Activities include analysis software analysis of software specifications, analysis development environment, structural analysis, and relation diagrams.

c. Desain

The design is based hasik software requirement analysis, which includes architectural design, design of application modules, and interface design.

d. Code Generation

In this process, the results of the analysis and design of the system in the previous process is translated into a machine, if the design is done by a complete, making the code can be done mechanically.

e. Examination

In this phase of testing will be conducted to test whether the system has been designed and implemented in accordance with the results of the analysis conducted.

f. Maintenance

Maintenance done on the mistakes that occurred on the prototype device, software technical documentation, or thesis statement.

2.2 Analysis

2.2.1 Analysis Of Current Procedure

Based on the results of research, there are several procedures performed in the 2nd skin, including:

1. Sale of Goods Procedure

After conducting an analysis of current procedures, can be seen that in thesale of of goods ,customers have come to the 2nd store skins and in making sales report still manual.

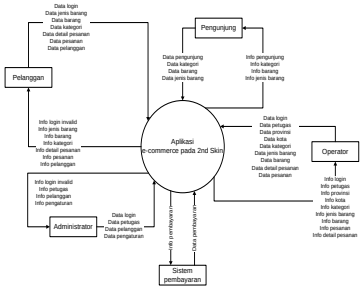
The proposed solution is to build e-commerce to overcome these problems.

2.2.2 Functional Requirements Analysis

2.2.3.1 Diagram Context

Kontexs diagram is one tool in structural analysis. This context diagram describes the system outlines or as a whole.

Context Diagram of E-commerce websites in the 2nd skin can be seen in Figure 1



Gambar 1.*Context* Diagram 2nd Skin

2.2.3.2 DFD Level 1

DFD level 1 to build e-commerce system on the 2nd skin can be seen in Figure 2.

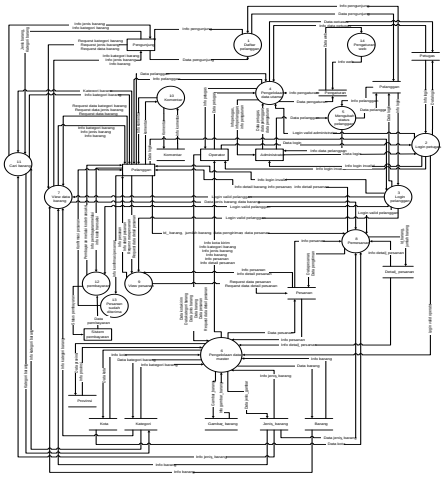


Figure 2. DFD Level 1 Developing e-commerce system on the 2nd skin clothing company.

2.2.3.3 Relation Schema

Relation schema of building e-commerce system at 2nd skin clothing company can be seen in Figure 3.

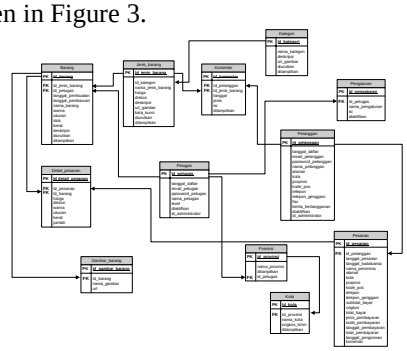


Figure 3. Relation scheme of e-commerce system built on the 2nd skin clothing company.

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 to build e-commerce system on the 2nd skin clothing company is divided into four users, namely:

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

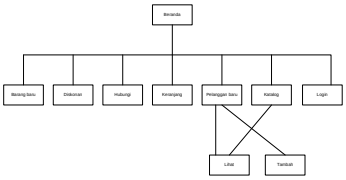


Figure 4.Struktur Visitor Menu

b. Customer menu structure
It can be seen in Figure 5.



Figure 5. Customer Menu Structure

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

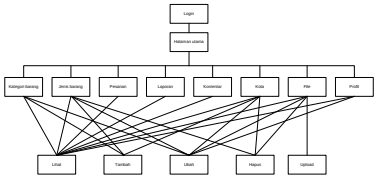


Figure 6. Operator menu structure

d. Structure administrator menu
Can be seen in Figure 7.

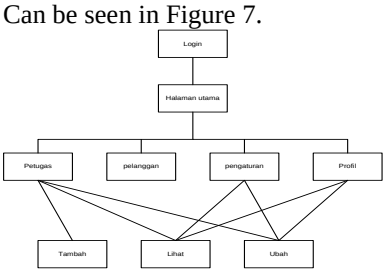


Figure 7. Menu Structure administrator

2.4 Implementation

Plan testing will be done by testing the alpha and beta systems.

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 errors in syntax and logical errors, because error handling capability has not been fully addressed, but are functionally the system is expected to generate output.

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. RESULTS AND DISCUSSION

From analysis and design that has been done, the results from one application built to look like in Figure 8. below:



Figure 8. Display Applications

4. CONCLUSIONS AND SUGGESTIONS

4.1 Conclusion

Based on research conducted, it can be concluded from the development of e-commerce applications in the 2nd Clothing Company as follows:

a. System e-commerce stores to support the 2nd Skin sale and purchase transactions online. The system of this website can be accessed via the internet anywhere, anytime.
b. With this website the customer to easily get information about products or details without having to come to the store / distro.
c. With this website 2nd Skin repeat customers that are outside the city can still do tansaksi without coming to Jakarta.
d. With this website store can expand its market share.
e. Payment transactions which are used also make it easier for customers to improve security for customers because they do not need to carry cash for shopping.

4.2 Recommendation

The suggestions on the use of systems that have been made are as follows:
a. Applications that require repairs made so that all information that can be displayed in detail and in accordance with the wishes of consumers.
b. It needs a development that further expansion of sales territories to increase sales.
c. It is necessary to develop the design to make it more attractive appearance.
d. It is necessary to increase the development of cooperation with a number of other banks.

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