BUILDING E-COMMERCE APPLICATIONS IN BOCAH CILIK SHOP

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ABSTRACT

Bocah Cilik Shop is a shop that sells children's clothing from ages 0 until 5 years. Development of e-commerce sites are based on manual systems that are running. Manual system which runs currently the only form of sales based on consumers who come directly to the store. In addition, the bookkeeping for the manufacture of recapitulation reports sales are still done manually so that the sales report has not been well detailed.

In the process of development of e-commerce site uses data analysis techniques using the waterfall software development. For the system data stream method use structure method that is using DFD (Data Flow Diagram) in depicting functional model and ERD (Entity Relationship Diagram) to illustrate data model. For payments from transactions that occur can be via paypal or bank transfer. The goal of the development of e-commerce system is easier for buyers to order goods without having to come directly to the Bocah Cilik Shop and ease of doing product management. In addition, to facilitate in making the sales summary report.

After going through the stages in accordance with the selected development method hence in implementing e-commerce system has a follow-up examination system which consist of alpha testing where this test method Black box testing that focuses on functional requirements and software beta test is test of field by giving questionnaires online.

After alpha and beta testing, can be deduced that the functional system can already generate the expected output and e-commerce system is considered quite easy to use, with the appearance of the website is quite interesting, to accelerate the processing of data and facilitate in making the sales report.

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.

Bocah Cilik Shop selling baby clothes and children from ages 0 to 5 years. Baby clothing products sold are imported products and local products. At this time, store the little boy still using manual methods in product management and order management resulting in less effective reporting. Media marketing and promotion used in this shop is to introduce it in the local communities and utilize social networking sites like facebook.

With the development of information technology today, has created the kinds of business opportunities and new business transactions in which more and more done by utilizing electronic technology. In connection with the development of information technology allows anyone to easily perform activities such as buying and selling.

Recent years with the internet media so widespread that a lot of that started to try to offer a wide range of products by utilizing the Internet as a medium for media promotion and sale of a product. Use of the

Internet is not just limited to the utilization of information, but can be used as a means to conduct trade transactions or better known as e-commerce (electronic commerce). E-Commerce is primarily a trading contacts between sellers and buyers using the Internet media. The presence of E-Commerce is an alternative business that is promising to be applied at this time, because the E-Commerce provides many facilities for both parties, both from the sellers (merchants) or from the buyer (buyer) in trade transactions.

Based on the description above, Bocah Cilik Shop requires a media to promote products to be sold and a solution for managing products and manage orders so as to produce good reporting. Therefore, the authors intend to propose solutions that are needed as a final project titled Building E-Commerce Applications Bocah Cilik Shop.

1.2 Problem Formulation

Based on the background of the above problems, the issues to be discussed is how to Build E-Commerce Applications In Bocah Cilik Shop.

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.

1.3.4 Aims and Objectives

Based on the problems studied, the purpose of writing this final task is to Building E-Commerce Applications in Bocah Cilik Shop.

While the goal to be achieved in this final study are:

1. Building E-Commerce Applications in Bocah Cilik Shop as a medium of online sales.
2. Extending the reach of marketing Stores Little Boy.
3. Make it easier for customers who are outside the region of West Java who want to make ordering products.
4. Make it easier for managers to promote and sell its products via the Internet.
5. Simplify the management of products and orders so as to produce good reporting.

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 component parts to identify the problems and obstacles that can be proposed to the needs for improvement. Perform analysis on running system intended as a basis for designing or improving old systems. And analysis results can be known weaknesses and shortcomings of the old system and can be designed or improved into a system more effective and efficient.

2.2 Functional Needs Analysis

2.2.1 Context Diagram

The system has a relationship with a number of entities, be it linkages with entities outside the system as well as linkages with entities in the system. The relationship between the entities with the system described by the context diagram.

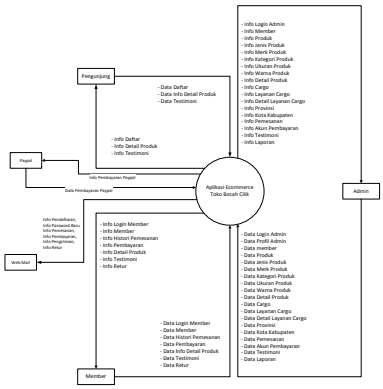


Figure 1. Context Diagram

2.3 Design Databases

2.3.1 Relation Scheme

Relation schema describes the relationship between data, mining data and limits are described by rows and columns.

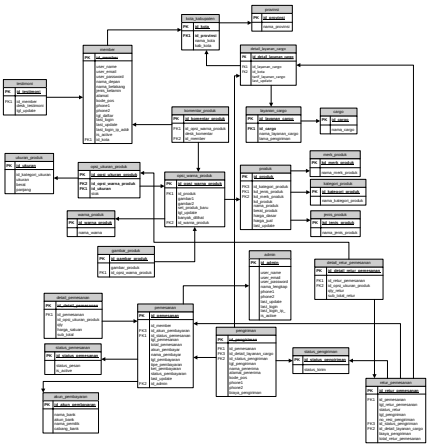


Figure 2. Relation Diagram

2.4 Architectural Design

2.4.1 Design Interface

Interface or an interface is a display of suau application program that acts as a medium of communication that is used as a means of dialogue between the program with the user. The system will be built is expected to provide an interface that is easily understood and used by the user.

1. Design Of The Admin Interface

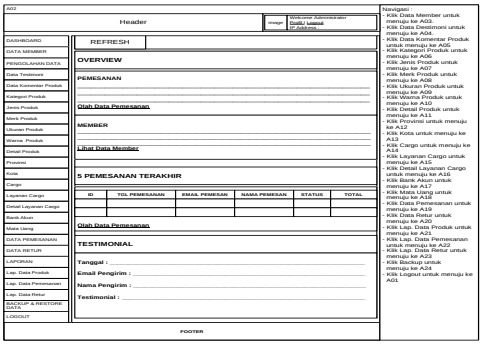


Figure 3. Interface Admin

2. Design Of The Member Interface

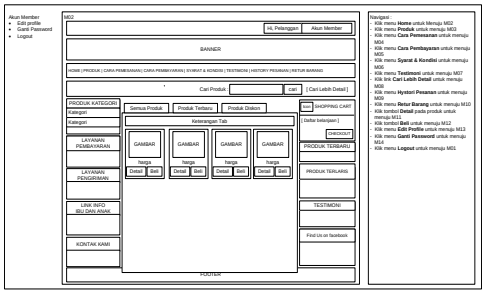


Figure 4. Interface Member

3. Design Of The Visitor Interface

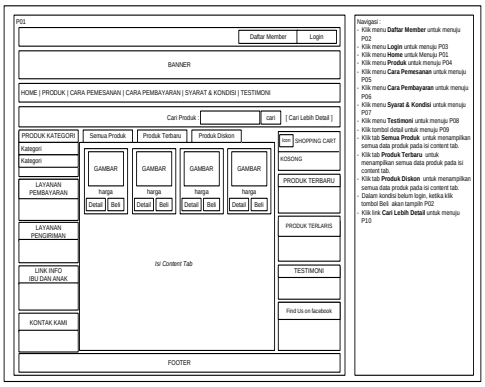


Figure 5. Interface Visitor

2.4.2 Menu Structure Design

1. Visitor Menu Structure

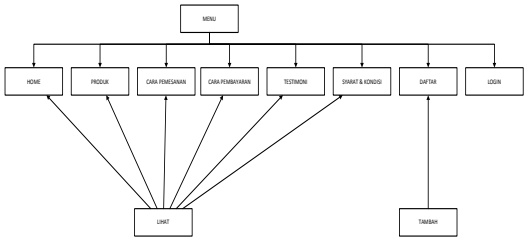


Figure 6. Visitor Menu

2. Member Menu Structure

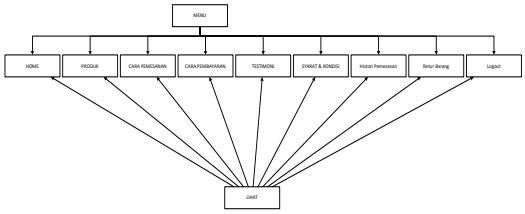


Figure 7. Member Menu

3. Admin Menu Structure

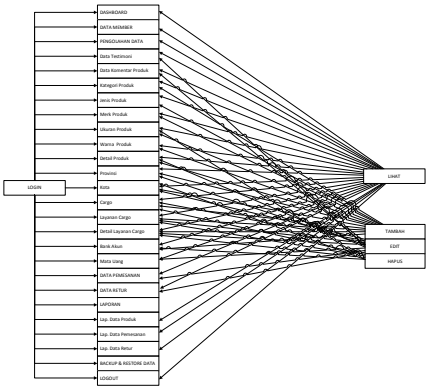


Figure 8. Admin Menu

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

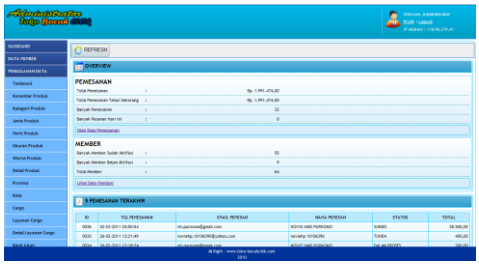


Figure 11. Interface Admin

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

From the research conducted by the authors, it can be concluded as follows:

1. Customers become easier to get information about products and details without having to come to the store.
2. With the flexibility this website will be achieved because each customer can place an order wherever he is without a limited time.
3. With this website the customer that are outside the city will continue performing transactions without having to come to Bandung.
4. With this website store can expand its market share.

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.

5. REFERENCES

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