BUILD E-COMMERCE SELLING FURNITURE APPLICATION IN MITRA JAYA FURNITURE STORES

Windu Januar Pratama

Faculty of Informatics Engineering
Department of Informatics - University Computer Indonesia
Jl.Dipatiukur No.114-116, Bandung 40132
Email : windutik@yahoo.com

ABSTRACT

The Original Fans Shop are companies which sell a variety of merchandise is one of the team is the pride of Bandung Persib team. Currently, the outlet is still introduce their products through conventional sales. Thus, the possibility of its products known to the wider community was minimal. By looking at the development of rapidly growing sales, ie sales of e-commerce, the development of business today is not only focused on the physical store, but might also be via the internet.

For software development methodology used is the waterfall methodology. In this methodology, carried out several steps to build a software, namely: software engineering, system analysis, system design, system implementation, system testing, and maintenance of the system. By running the stages based on the existing methodology, it is expected that applications built according to your needs and can be used by consumers.

E-commerce applications are made to increase product sales and become the media of information and can facilitate the buyer to see the latest products, without coming to the store directly. For payments not only through the transfer, but buyers can also pay through online payment such as paypal.

Keywords :
Merchandise, E-commerce Sales, Paypal.

1. Background Problem

Mitra Jaya Furniture Store was founded in 2001. The company is engaged in the sale of furniture. Mitra Jaya Furniture Stores selling furniture from vendors or goods produced by Mitra Jaya Furniture own. Furniture divided form the 4 (four) categories: closet, bed, table and chairs.

In the furniture company's marketing activities Mitra Jaya Furniture is still using direct-marketing services that submit bids to customers manually and submit a bid if there are consumers who need furniture. How marketing is quite effective, but it is only effective if done within the city, county. In this case, Mitra Jaya Furniture wants to expand the target market, sales of furniture to all regions in Indonesia. The way will be very ineffective, if consumers want to buy furniture outside the city and also will cost a pretty big if still using manual methods that are assigned to direct marketing.

To deal with these effective solutions, one of which is to take advantage of Internet technology, the Internet is a global network of computers world wide once, where each computer are connected to each other from country to country around the world and contains various information, ranging from text , images, audio, video and others to be able to communicate. Marketing using the internet technology we know as the E-Commerce. That is technique-based marketing and online sales website that at the moment is one way deemed accurate, practical, quick, is not limited to distance and time, and certainly with a fairly low cost.

By leveraging existing technology, then the writer will create an online marketing

system that is by building applications E-commerce sales of furniture stores Mitra Jaya Furniture.

2. Theory Basis

2.1 Introduction to E-Commerce

E-Commerce (electronic commerce) is a technology that is growing rapidly along with an 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 narrow its scope. As a sub-device of e-business. Payment methods on e-commerce is conducted through a digitally transfer money via paypal account or credit card. While e-business refers to the Internet but more extensive coverage. Business relationship occurs when companies or individuals to communicate with clients or customers via email but the marketing or sales made through the Internet. This method can provide flexibility and efficiency gains. Payments are made through digital payment using e-gold that has been recognized around the world in conducting online transactions.

2.2 E-Commerce Transaction System

For the current system in e-commerce transactions was practically complete and spelled it safe to conduct transactions. Due to the existence of this security can be attracted customers to conduct online transactions on the Internet. Some online payment model on the Internet for the moment that is still used as follows:

1. *Paypal*

Paypal is one of the means of payment (payment process) the safest and most used in the Internet world. Currently, the Indonesian people are able to move money in your Paypal account directly to their accounts.

2. *Credit Card*

Credit cards can be used as a means of payment by first register yourself as a consumer on the web.

3. *Smart Card*

In Singapore, a smartcard known as cash cards. Smartcard usage is similar to the usage of ATM cards used for shopping. At the time of the transaction, the money in-direct debit from your account at the bank. For payments on the Internet, consumers should have a smart card reader.

4. *iCheck*

iCheck is the method of payment by check. This payment requires the consumer's check number.

5. *E-Gold*

E-gold can be obtained by opening a free account at www.e-gold.com. E-gold is quite popular virtual payment by the seller e-book and software on the Internet.

2.3 Benefits of E-Commerce

Some of the benefits of e-commerce, among others, as follows :

1. *Internet graphics capabilities can show what the product and can make a color brochure and pass it without postage.*
2. *Safer than opening an online store open regular stores.*
3. *Walking in cyberspace Internet knows no rest days and holidays, all transactions can be done anytime and anywhere.*
4. *Without territorial borders and time, thus providing a broad range of marketing and timeless.*
5. *Revenue streams (revenue streams) which may be difficult or new, can not be obtained through conventional means.*
6. *Increasing market exposure (market share)*

3. Analysis and Design

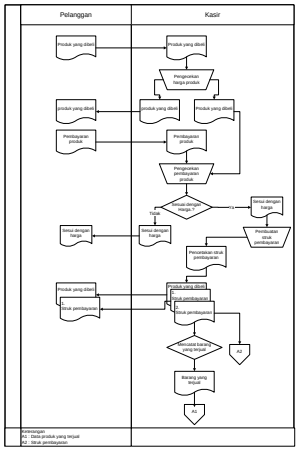
3.1 System Analysis Sistem

Systems analysis can be defined as the decomposition of a complete information system into their component parts to identify the problems and obstacles that can be proposed to the needs for improvement.

3.1.1 The Procedure Involved

Procedures that existed at the outlet of Original Fans Shop Persib Bandung today is as follows :

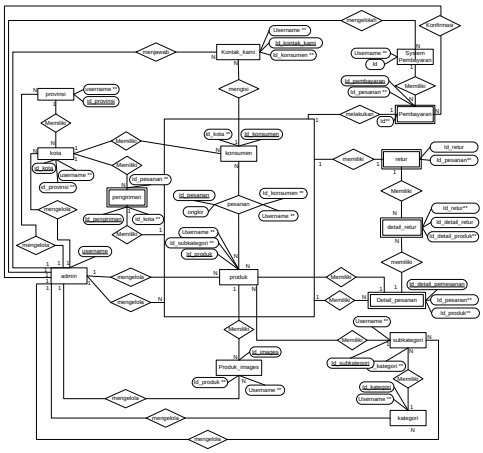
1. *Sales Procedure*



Gambar 3.1 Flowmap *Sales Procedure*

1.1.2 Database Analysis

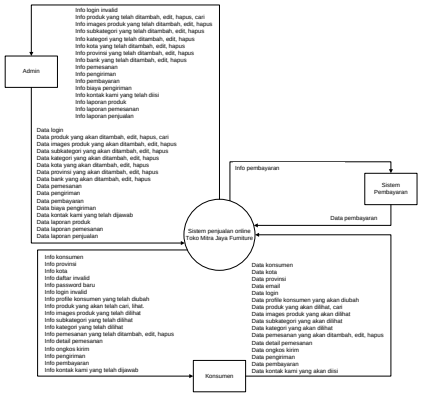
Entity Relationship Diagram (ERD) is one way to process a database so that data can be known connection or relation of two files or tables.



Gambar 3.2 ERD *Online Sales*

1.1.3 Context Diagram

The system has a correlation with the 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.



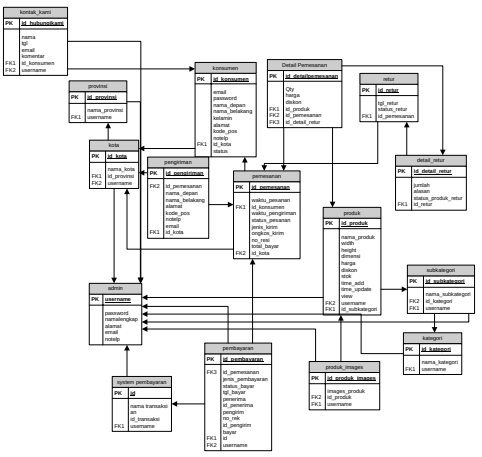
Gambar 3.3 Context Diagram Online Sales

1.2 Designing Database

Database consists of designing the table structure and scheme of the relation.

3.2.1 Skema Relasi

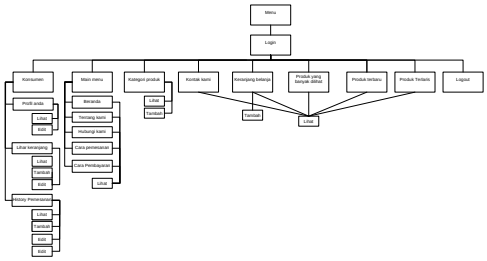
The process is a combination of file relationship between files that have the same key, so that those files into a single entity linked by key fields.



Gambar 3.4 *Relation Scheme*

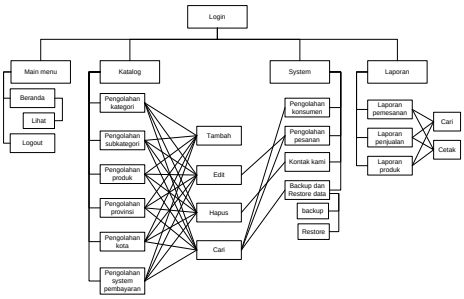
1.3 Designing Application Menu

1. *Consumer Menu Structure*



Gambar 3.5 *Consumer Menu Structure*

2. *Admin Menu Structure*

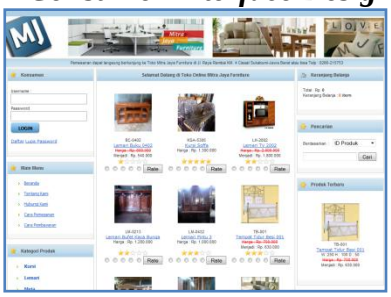


Gambar 3.6 *Admin Menu Structure*

1.4 Interface Designing

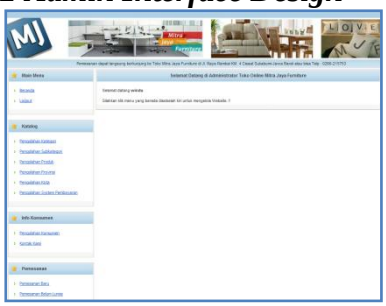
User interface is a medium of communication between the user computer system.

2.4.1 Consumer Interface Design



Gambar 3.7 Tampilan Anta Muka Konsumen

2.4.2 Admin Interface Design



Gambar 3.8 Tampilan Antar Muka Admin

2. Implementation and Testing

2.1 Implementation

This stage is performed after the design is completed and will be implemented in a programming language that will be used. Implementation objectives are to implement the design that has been done on the system so the user can provide input for the development of systems that have been built.

2.2 Alpha Testing

Software testing is a critical element of software quality assurance and assessment mempesentasikan principal of the specification, design, and coding. Black-box testing focuses on the functional requirements of software. Thus, black-box testing software allows engineers to get the full set of input conditions for all the functional requirements of a program.

2.3 Beta Testing

Beta testing is testing where the testing is done objectively directly to the respondents to make a questionnaire on user satisfaction in using the application.

3. Conclusions and Suggestions

3.1 Conclusion

Beta testing is done by testing on the spot research. Research was conducted in two environments:

1. *Environment Mitra Jaya Furniture store clerk.*

   Research in the environment Mitra Jaya Furniture store clerk performed in order to find out how far the system is built to be an alternative to solving the problems that have been described earlier.
2. *Environmental Public*

   Research in the environment in the general population especially those already familiar with internet technologies, conducted in order to find out how far a system built to provide public conveniences to make purchases.

3.2 Suggestion

Based on the above conclusions, the suggestions can be presented for input materials and considerations are as follows:

1. *For stock management should be considered further for the stock is in a position to be ordered, if the stock a little what if another consumer product that same message and pay the same day as well.*
2. *Design or appearance of the website is still simple that needs to be improved and optimized in order to access the user feel comfortable.*

3. *Handling cancel the order when there are customers who have made the payment.*

4. *REFERENCES*

[1] Andi Sunarto, (2009), *Seluk Beluk E-Commerce*, Graha Ilmu, Yogyakarta.

[2] Fathansyah, Ir (2004), *Basis Data*, Informatika, Bandung.

[3] Abdul Kadir, 2003, "*Pengenalan Sistem Informai",* Andi Offset, Yogyakarta.

[4] Jogiyanto HM, Akt MBA, 2006, "*Analisis dan Desain Sistem Informasi",* Andi, Yogyakarta.

[5] Al-Bahra, Lajamudin, 2005, *Analisis dan Desain Sistem Informasi,* Graha Ilmu, Yogyakarta.

[6] Nugroho, Adi, 2004, "*Konsep Pengembangan Sistem Basis Data",* Informatika, Bandung.

[7] Hakim, Lukmanul, 2009,*Trik Rahasia PHP Terbongkar Lagi*, Lokomedia, Yogyakarta.

Hakim, Lukmanul, 2008, *Membongkar Trik Rahasia Para Master PHP*, Lokomedia, Yogyakarta.