Application Development Sales Web-Based On PT.Kertas Padalarang

Dicky Eko Susilo

Universitas Komputer Indonesia (UNIKOM)
Jl. Dipati Ukur No. 112-116, Bandung 40132
Email: dicky.10104160@yahoo.co.id

ABSTRACT

PT.Kertas Padalarang is a company that produces and markets pulp and paper products. As for the ordering process, data processing and transaction processing which has been is still manual so that there inefficiencies in the use of time and energy, other than that the owner of the company also wants to expand reach of its business. Thus the need to think about how to build Application Sales On PT.Kertas Padalarang. Analysis model used in building a website is structured analytical modeling with tools used is DFD, ERD and Flowmap. It is expected that with the computer system design, data processing activities, sales and payment transactions in PT.Kertas Padalarang can run more quickly and easily.

Based on the results of implementation and testing web-based sales information system on PT.Kertas Padalarang can be concluded that the process of ordering and sales transactions can be done online so that it can be done anytime and anywhere and reach into more bigger markets Customers can order online product. In this online transaction system that is Bussines method to Customer.

Keywords: Transaction, Reservations, Sales, Bussines to Customer

1. INTRODUCTION

The development of information technology is currently growing, especially the Internet, a popular example is the current world of e-commerce, because with e-commerce the company can better strengthen business relationship with their business partners, with its customers more quickly and easily, because the components which involved the production of goods such as marketing, customer service, data processing, production or means of payment.

PT.Kertas Padalarang located on the road Cihaliwung Padalarang Bandung West Java. PT.Kertas Padalarang is a company engaged in the production and marketing of paper. In conducting the sale and marketing of products, PT.Kertas Padalarang still use media brochures to bring consumers to the company, so it can concluded that marketing and sales systems that still are waiting for consumers to come to the firm is less effective. Buyers come directly or contact the company to order the paper as desired. For buyers, which are located close to the company would not be a problem with this, but for buyers who located far from the company to come directly perceived inefficient because it can be time consuming.

Based on the results of research in PT.Kertas Padalarang, found some problems which among others the space linkup sales are still limited in the vicinity of West Java province and yet to reach its market share beyond the province of West Java that has huge sales potential. In addition, with increasing competition in business, then the

firm should be able to respond to problems that occurred constraints in order to create efectifitas and efficiency so as to survive and to compete with other paper companies that have the same market. By using a media campaign that is still hanging flyers, felt still less effective in attracting new consumers Therefore, it needs proper media campaign and one of them can use the internet to conduct online promotions Based on the results of interviews with corporate marketing division PT.Kertas, it will be built "Application Development Sales On PT.Kertas Padalarang Web-based. "

The intent and purpose of writing this essay is as follows: Based on the problems under study, the purpose to be achieved from this research is to build applications on PT.Kertas Padalarang sales. While the goal to be achieved in this study are:

1.Memudahkan consumers know which products are offered by PT.Kertas Padalarang without having to visit the company directly.
2.Enlarger marketing and product promotion through the internet.
3.Give precise information about the products offered by PT.Kertas Padalarang.

2. MODELS, ANALYSIS, DESIGN AND IMPLEMENTATION

2.1 Model

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

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 software that is made is not always 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 Procedure ongoing

Based on the results of research, there are several procedures performed in PT.Kertas Padalarang, including:
- Goods-Sales Procedures

After conducting an analysis of current procedures, can be seen that in thesale of of goods ,customers have come to PT.Kertas Padalarang 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 Context Diagram

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

Application Context Diagrams at PT.Kertas Padalarang sales can be seen in Figure 1.

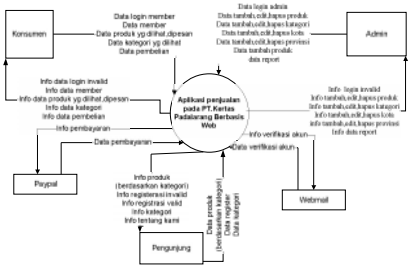


Figure 1. Context Diagram Application Development Sales
On PT.Kertas Padalarang

2.2.3.2 Level 1 DFD

DFD level 1 to the Development Application Sales On PT.Kertas Padalarang can be seen in Figure 2.

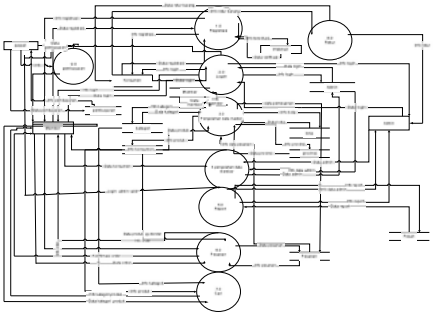


Figure 2. DFD Level 1 Development Application Sales
On PT.Kertas Padalarang.

2.2.3.3 Relation Scheme

Relation schema of the Sales Application Development On PT.Kertas Padalarang can be seen in Figure 3.

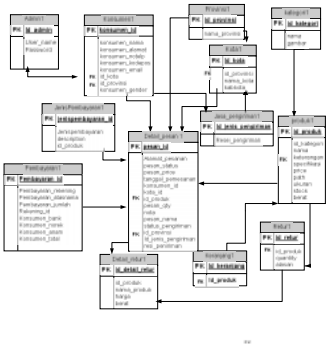


Figure 3. Relation Scheme Application Development Sales Web-Based
On PT.Kertas Padalarang

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 the Development Application Sales On PT.Kertas Padalarang divided into three users, namely:

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

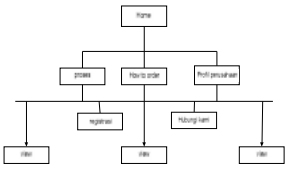


Figure 4.Struktur Visitor Menu

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

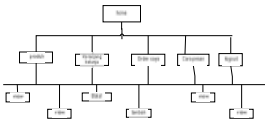


Figure 5. Customer Menu Structure

c. Structure administrator menu
It can be seen in Figure 6.

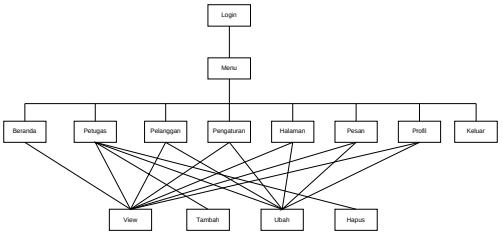


Figure 6. Administrator Menu Structure

2.3 Implementation

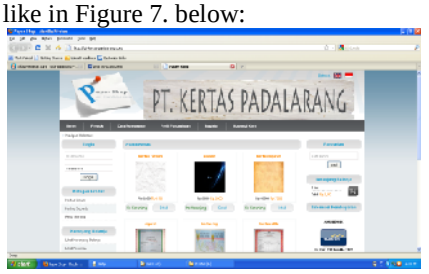
Plan testing will be done by testing the alpha and beta systems.

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 dealt with, but 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 7. below:



4. CONCLUSIONS AND SUGGESTIONS

4.1. Conclusion

Based on research conducted, it can be concluded from Application Development Sales Web-Based On PT.Kertas Padalarang as follows:

a. Benefit directly from the web e-commerce to facilitate and accelerate the process of coming to the enterprise customer.
b. Efficiency in product marketing.

4.2.ADVICE

1. Programs that have been built to be used as a benchmark that will need some information is important, so that information relating to the interests of companies to be managed in the best possible.
2. That there is a shortage of things to be improved to be a correction and additional material science is valuable, therefore the authors expect suggestions and constructive criticism from all parties concerned.

5. REFERENCES

1. http://ridha.staff.gunadarma.ac.id/Downloads/files/13748/pert14.ppt.
2. Onno W. Purbo, et al, Understanding eCommerce, Elex Media Komputindo, Jakarta, 2001
3. Efraim Turban, Ephrain McLean, James Wetherbe, Information Technology For
4. Management, John Wiley & Sons Inc., 2001.
5. Technology Magazine, Jakarta, November 2001 edition.
6. XML / EDI Group <www.xmledi.net.>
7. http://www.cimcor.com
8. http://www.ECARM. COM
9. E-commerce http://www.Planetweb Solution.com
10. http://www.E-commerce.net
11. http://www. Gary Coulter and John Buddemeir (E-commerce Outline)