DEVELOPMENT OF E-COMMERCE APPLICATION FOR THE ORDERING AND SALE OF FASHION PRODUCT AT "TOKO FAMILY JAYA"

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ABSTRACT

To increase the service to consumer, an area of selling company must be inovatif and always gives the best to the consumer. Inovatif in meaning have to sell products matching with requirement of consumer, despitefully goods which keep abreast on the market , then always give many goods alternative and amenity in transacting. Sale application represent one of the expected choice that can assist sales transaction process cashly it can be used by retail company specially electronic goods.

The excellence of this application is to have appearance which is "*user friendly"* and easy to use, rely on in handling transaction and its expense doesn't too costly, because it doesn't claim the high computer specification.The way of this application program is administrator enough enter an e-mail and password for login, and can chosen menus which have been provided in main menu to process.

In the main menu of admin there are menu used for input, searching, editing and erasing datas which is related to e-commerce. While in the main menu of user, user /client can do the registration to purchasing transaction and get informations in around web which have been developed.So the conclusion is that application of the web can facilitate admin in managing and saving datas. And facilitate client to get information concerning datas.

Keyword: selling application, transaction

1. Introduction

To improve service to customers of a field sales business must be innovative and always give the best for the consumer. Inovtif in the sense of having to sell products that match consumer needs, in addition to goods that are offered to follow development sand always gives a lot of alternative products and ease of transaction. The world community in general experienced a change in behavior and needs due to technological development and information flow. This is in line with the continued development of the world of e-commerce and information technology packed into the world community. By carrying out these two things the costumer becomes easier to make ends meet. Consumers behave more practical in the sense that consumers need speed and accuracy in fulfilling their needs.

World of e-commerce development in Indonesia is growing so rapidly that indicated the development of communication and computers. The development is followed also by companies that are also vying to build a business online. Business people get the urge change in consumer behavior patterns are more modern, so that it becomes an ecessity to use this electronic method of doing an online-based sales support system.

Based on observation made in a Family Store Jaya on information systems sales of goods, intro duced as the things that become problems, among others, are still found weaknesses in the delivery of information items contained in the store. Sale of goods transaction still manual, in

the sense must come to the place is to buy somethinh, do not follow the global information system that not only for the means of transaction, but more emphasis on a perceived means of promotion is still not good.

By looking at and following the development of technology the store Family Jaya view the internet as a medium that can support their business activities, in addition to internet media is seen to support the business activities of trade, also can be used as a marketing tool to reach consumers and promote public broadly to facilities sales activities and ordering clothing and accessories.

Solutions to solve problems that occur, we need a system that can handle these problems, one of them is to build an online trading system that is better known by the term e-commerce (electronic commerce).

The purpose in making this application are:

1. Develop application business sales as one way to increase store revenue.
2. Make it easier for the community or the outside world to make purchases directly.
3. To help the sale of products not restricted by place or time.

2. Model, 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. Systems Engineering
   Systems Engineering is an activity to determine what information is needed by the system or determine the needs of the system being designed.
b. System Analysis
   System Analysis phase is to analyze the things required in the implementation of manufacturing software.
c. Design
   Design is designing a new system based in the previous stage byway of designing software such as Context Diagram Data Flow Diagrams, Entity Relational Diagram, Data Dictionary, File Structure Menu.
d. Coding
   Coding is an activity to make program or implement the result of the application program design conventions of the periodic system, including in terms of maintenance of the system itself.
e. Testing
   Testing of activities to do test program that has been made, whether it is correct or not, is appropriate or not yet tested the manual way if testing is correct then the program may be used
f. Maintenance
   Maintenance is an activity to maintain application programs that have been made, for the integrity of the program can be maintained as validation data, updating data, and keep the program form virus attack, an unauthorized person that may damage the program.

2.2 Analysis

2.2.1 Analysis Of Current Procedure

Based on the results of research, there are several procedures performed at the store Family Jaya, including :

1. Sale of goods procedure
2. Daily Sales Report Procedures

After conducting an analysis of current procedures, can be seen that in the sale of goods, costumers must come into the store and in making sales report still manual. The proposed solution is to build e-commerce to overcome these problem.

2.2.2 Functional Requirements Analysis

2.2.2.1 Diagram Context

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

Context Diagram of E-commerce websites in the Family Jaya can be seen in Figure 1.

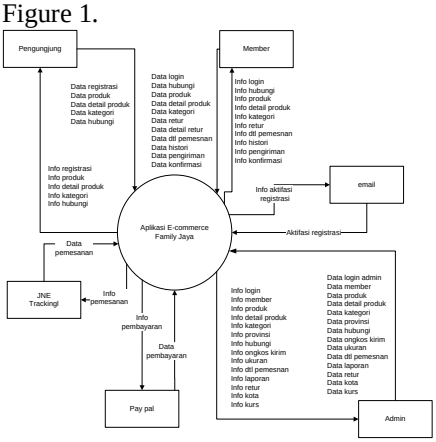


Figure 1. Context Diagram of e-commerce application development at the Family Jaya

2.2.2.2 DFD Level 1

DFD Level 1 for the same practice of e-commerce development at the Family Jayacan be seen in Figure 2.

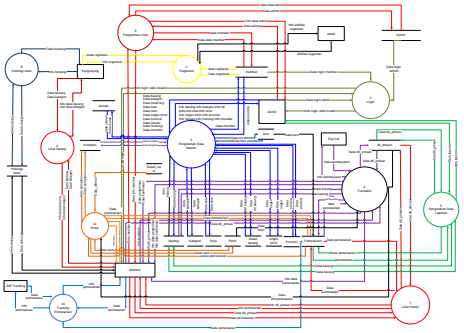


Figure 2. DFD Level 1 E-commerce Application Development in Fam ily Jaya.

2.2.2.3 Relation Scame

Relation schema of the development of e-commerce application in the Family Jaya can be seen in figure 3

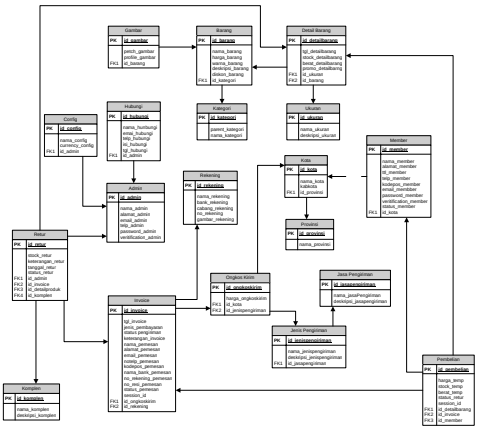


Figure 3. Relation scheme of development of e-commerce applications on the FamilyJaya

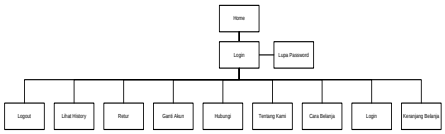
2.3 Design

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 e-commerce application development at the Family Jaya was divided into three users, namely:

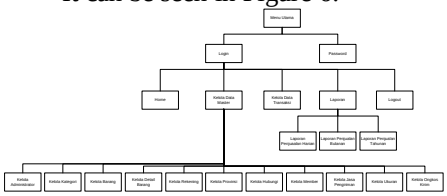
a. Visitor menu structure
It can be seen in Figure 4.



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



c. admin menu structure
It can be seen in Figure 6.



2.4 Implementation

Plan testing will be done by testing the system as alpha and beta.

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 syntax errors and mistakes in the logical point of view, because the error handling capability has not been fully dealt with, but functionally the system is able to produce the expected outputs.

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 Result And Discussion

From analysis and design that has been done, the results of the application built one of them might look like in Figure 7. below:



Figure 7. Display Applications

4 Conclusions And Recommendation

4.1. Conclusions

Based on research conducted, it can be concluded from e-commerce application development at the Family Jaya as follows:

1. In terms of appearance in the eyes of the customer website familyjayastore.com website is not to

difficult to understand

2. Of all the questionnaires that have been filed, the application of E-commerce system for selling system has been in accordance with desired goals, which s implify the payment process.
3. In the case of purchase transactions easier for buyers / custom ers to obtain product information / latest items, without having to come to the store.
4. In the case of instruction-instruction that exist in this web site, the customer enough to understand and easy to purchase, be cause the instructions contained in this website easy to understand for the layman.

4.2. Recommendation

Based on the above conclusions, the suggestions that are expected are:

1. Party shop should always maintain good relations with customers on an ongoing basis and conduct customer satisfactio n research better
2. Party stores should still keep the image and quality of services remains protect
3. In design for creating and delivering customer satisfaction, then t he store is expected to always strive to improve existing facilities
4. It is expected that the store always follow the development of a continuous effort so that the store can find out the real situation for the company's target is reached.
5. It is expected that the store can continue to perform maintenance current system. For the system to always be updated every month or him.

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