DEVELOPMENT OF E-COMMERCE APPLICATION AT RINASHOES BOGOR

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ABSTRACT

Rina Shoes is a wholesale trading company that sells a wide range of products for women's shoes. Based on the results of research in Rina Shoes, sales transactions that took place currently is the buyers come to the store to search for and select items to be purchased, it becomes a problem for buyers at a short distance away from the store. They also said that the lack of promotion to increase sales of their products currently, the buyer only knows the information store from relatives and friends.

Development of e-commerce applications in rina shoes using the technique of data analysis with the software development method waterfall. 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. The software system builder using XAMPP version 1.7.3 and Adobe Dreamweaver CS3. Data security applications using IP-Dedicated and use SSL (Secure Socket Layer). Payment on purchase transactions using paypal and bank transfers.

After passing 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 and beta testing. Alpha testing use black box testing method that focuses on functional requirements for software, while the beta test is test of field by giving questionnaires to the owners of Rina Shoes as the administrator and the general public as users of the web that contain the questions refer to final destination. After alpha and beta testing, can be deduced that the functional system can already generate the expected output, with the attractive website interface and provides convenience to the user in processing data.

Keyword : E-commerce, Data Flow Diagram, waterfall method

1. INTRODUCTION

Rina Shoes is a wholesale trading company engaged in selling shoes, selling a wide range of footwear products for women. Based on the interview with Rina Shoes-party sales transactions that take place in Rina Shoes today is the buyers come to the store to search for and select items to be purchased. Rina Shoes Party also submitted that the lack of promotion to increase sales of their products at this time, the buyer only knows the information store from relatives and friends. Another obstacle, namely when the emergence of new products, buyers and customers could only see the new product by visiting the store, it becomes a problem for buyers is a short distance away from the shop who wants to see new products because of time constraints and preoccupations.

Then the Rina Shoes explain about competition from other shoe stores are increasingly stringent, requiring new innovations, especially for media information and transaction medium for Rina Shoes to survive amid tight competition among the other shoe stores. Therefore Rina Shoes want to try to market their products using internet media, because it feels fast to promote their products.

The most superior marketing strategy with the internet media is by using e-commerce that already includes a variety of business processes such as sales, purchasing, and marketing. By using e-commerce customers Rina Shoes can buy goods without having to visit the place. It can be one of customer satisfaction, can also maintain and increase the number of subscribers.

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 e-commerce applications in Rinashoes While the objectives to be achieved in this study are:
1. Designing and building applications store sales to increase sales.
2. Displays various types of goods and price in the form of categories that will provide a snapshot of the goods in the near future.
3. Make it easier for buyers to obtain the desired goods without the need to come to his shop
4. excel in competition with other shoe stores.

2. MODEL, ANALYSIS, DESAIN, DAN IMPLEMENTATION

2.1 Model

Data analysis techniques in making software, using modeling software with the waterfall method, which includes several processes such as:

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 the software that made no forever 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 Of Current Procedure

Based on this research, there are several procedures performed in the distributions of Rinashoes, including:

1. Sale of Goods Procedure
2. Daily Sales Summary Procedure

After conducting an analysis of current procedures, can be seen that in thesale of of goods, customers have come to the distributions of Rinashoes and in making sales report still manual .The proposed solution is with develop a e-commerce to overcome these problems.

2.2.2 Functional Requirements Analysis

2.2.3.1 *Diagram Context*

Conteks diagram is one tool in structural analysis. This context diagram describes the system in general or overall.
Context Diagram of E-commerce websites in the distributions of Rinashoes can be seen in Figure1.

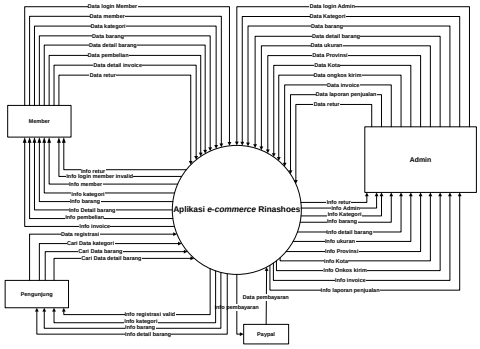


Figure 1. Context Diagram of e-commerce application development on Rina Shoes

2.2.3.2 DFD Level 1

DFD Level 1 for the same practice of e-commerce development in the distributions of Rinashoes can be seen in Figure 2.

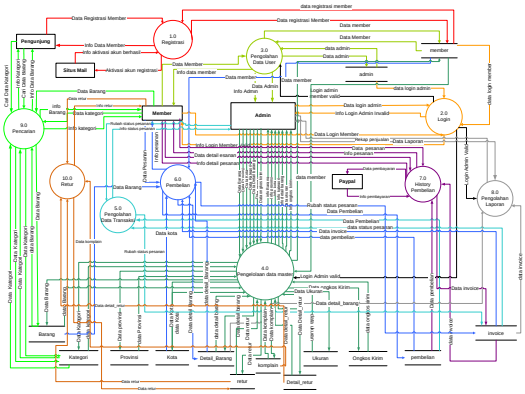


Figure 2. DFD Level 1 E-commerce Application Development in Rina Shoes.

2.2.3.3 Relation Schema

Relation schema of the development of e-commerce applications in the distributions of Rinashoes can be seen in Figure 3.

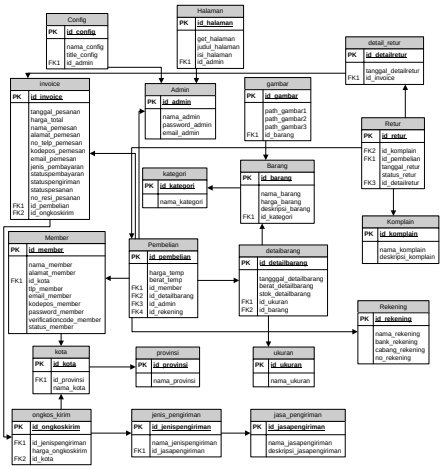


Figure 3. Relation scheme of e-commerce application development on Rina Shoes

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 in the distributions of Rinashoes is divided into three users, namely:

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

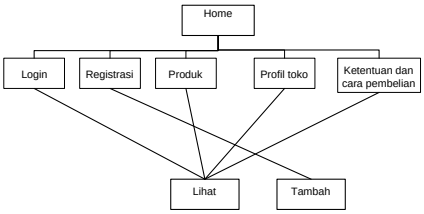


Figure 4. Visitor menu structure

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

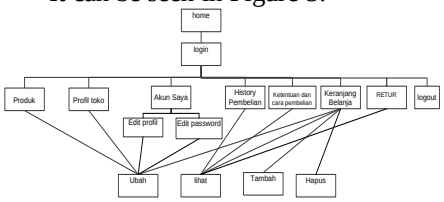
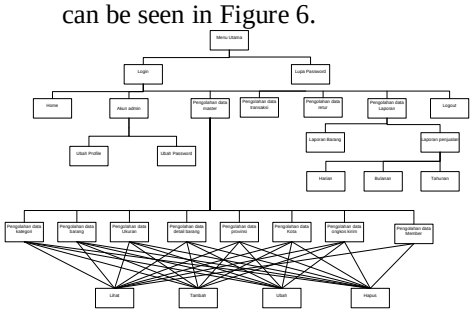


Figure 5. Member Menu Structure

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



Figur 6. Admin menu structure

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 RECOMMENDATIONS

4.1 Conclusions

Based on research conducted, it can be concluded from e-commerce application development on Rinashoes distributions as follows:

a. With this website the customer becomes easy to get the right information anddetails about the product without having to come to the store.
b. With this website Simplifying data management for the vendor's sales report.
c. With this website allows prospective buyers i n the process of payment because of the choice pembayan system either through offline payment or paymen t viaonline using Paypal.
d. With this website sellers to expand its market share.
e. With this website the customer that are outside the city will continue performing transactions without having to come to Bogor.

4.2 Recommendations

Based on the above conclusions, the suggestions should be expected that the development of more enhanced interface design can be more attractive for consumers and the need for development in the ordering process.

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