DEVELOPMENT OF E-COMMERCE APPLICATION AT IVANNASHOP INDRAMAYU

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ABSTRACT

Ivanna Shop is a business entity which is engaged in selling women's underwear. Development of e-commerce applications 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 distributions Ivanna Shop also has disadvantages, ranging from the promotion process and transactions and in preparing reports sales are still done manually so that the sales report has not been well detailed.

The descriptive research method was applied in the development process of the building of e-commerce website was used as the data analysis technique the software development method was used waterfall technique. For the method of system data flow used the Data Flow Diagram (DFD) to describe the functional model and the Entity Relationship Diagram (ERD) to describe data model. system builder software is PHP with XAMPP-win32.1.7.2 database server. For the payment, this website use paypal or transfer of bank account with data security applications using IP-Dedicated and use SSL (Secure Socket Layer).

After some phases in accordance with the development method, the implementation of e-commerce system needed an advanced testing system which was consisted of the alpha and beta testing. The alpha testing system used the testing method of the black box which focused on the functional requirement of software and the beta testing was a field testing by giving questionnaire to the officials of Ivanna shop as admin, operator and to public society as a consumer. After the alpha and beta testing, can be deduced that the functional system can already generate the expected output, with a view that is quite interesting websites and provide convenience to the user in processing data.

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

1. INDRODUCTION

Ivannashop shop on the street who location sports no Indramayu 1-2 business engaged in selling women's clothing including underwear. Ivannashop stores operate from 09.00 am and close at 21:00 pm. Sales transactions that occurred within one day 80% of items of goods ranging from bras, bra sets and 20% of items of underwear, hot pants and lingerie, most of the items sold are bras and bra sets.

But these shops have faced obstacles, namely the expansion of marketing. In pemesarannya means employed is by using the brochure that is distributed to consumers and display it in stores. This led to the inefficient way in which, because of the cost oprasional large enough.

Stores Ivannashop in the transaction process has many customers both in town and outside town that still apply indramayu shopping procedures manual which consumers come to the store and purchase transactions directly. This causes ineffective for buyers because it is also time consuming and the transaction was not necessarily assured.

Therefore need a media that can help store ivannashop in interacting with consumers that can be accessed on the Internet any time and anywhere without having to come to the point of sale, as well as online transactions are done anytime and anywhere quickly and securely.

By looking at the conditions and problems of this ivannashop store, then drawn the conclusion to do research on this topic as well as lifting of material thesis entitled to build e-commerce applications on the shop ivannashop indramayu.

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 on the shop Ivannashop Indramayu. While the goal to be achieved in this study are:

1.Facilitate the long-distance transactions for customers who are in town and out of town.

2.Enable customers both in town and outside the city in getting information about what goods are sold by the store without having to come directly Ivannashop

3.Expanding product marketing by creating online trading.

4.Reduce product marketing by creating online trading.

5.To enhance consumer safety because they do not need to carry cash in large numbers.

2. MODEL,ANALISIS, DESAIN, DAN IMPLEMENTASI

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 transfvrmed 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 the results of research, there are several procedures performed in Stores Ivannashop Indramayu, including:

1. Sales Procedure
2. Reporting Procedure

After conducting an analysis of current procedures, can be seen that in thesale of goods ,customers have come to the store Ivannashop Indramayu 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 *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 Stores Ivannashop Indramayu can be seen in Figure 1.

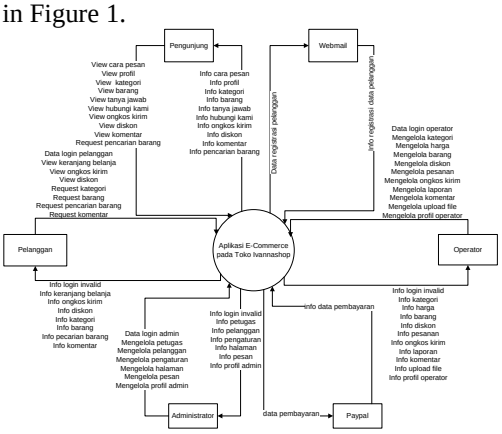
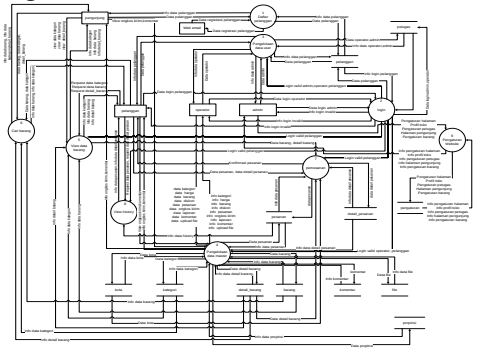


Figure 1. Context Diagram of e-commerce application development on Ivannashop Indramayu

2.2.3.2 DFD Level 1

DFD Level 1 for the same practice of e-commerce development in the distributions of Ivannashop Indramayu can be seen in Figure2.



Gambar 2. DFD Level 1 E-commerce Application Development in Distro Mars

2.2.3.3 Relation Schema

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

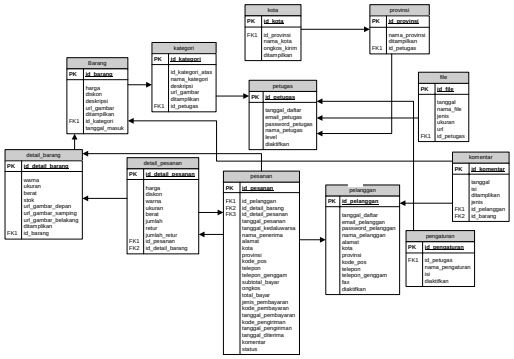


Figure 3. Relation scheme of e-commerce application development on Ivannashop Indramayu

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 to build e-commerce applications on the shop Ivannashop Indramayu divided into four users, namely:

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

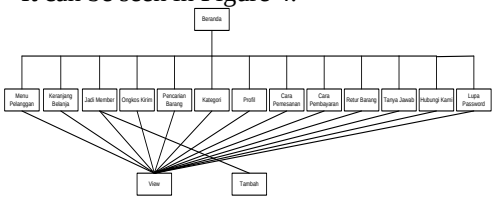


Figure 4. Visitor menu structure

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

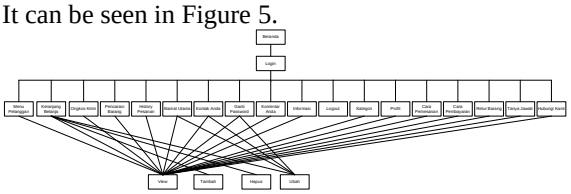
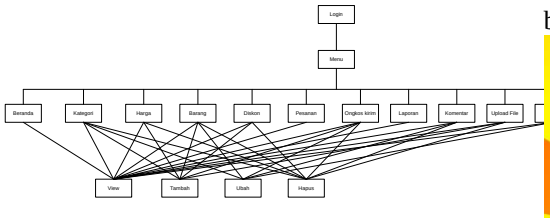


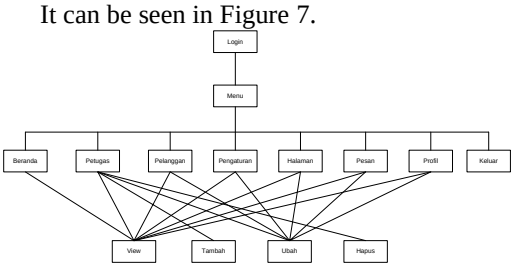
Figure 5. Member Menu Structure

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



Gambar 6. Operator Menu Structure

d. Structure administrator menu
It can be seen in Figure 7.



Gambar 7. Administrator 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 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. RESULT AND DISCUSSION

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



Gambar 7. Display applications

4. CONCLUSIONS AND RECOMMENDATIONS

4.1. Conclusions

Based on research conducted, it can be concluded from building e-commerce applications on the shop Ivannashop Indramayu as follows:

a. With the application of e-commerce customers to easily obtain information about products or details without having to come to the store.
b. With the e-commerce applications this flexibility would be achieved because each customer can conduct transactions wherever he is.
c. With the application of e-commerce is still in the shop Ivannashop customers who are outside the city or the city will continue performing transactions without having to come to Indramayu.
d. With the application of e-commerce store Ivannashop to expand the network without having to spend huge capital.
e. Payment transactions which are used also make it easier for customers to improve security for customers because they do not need to bring money for shopping cahs.

4.2. Recommendations

Based on the above conclusions, the suggestions should be expected that the development of the expansion of sales territories so that further increase sales by bekerjama with distributors in every region of Indonesia and the need for development on the design of the display to make it more attractive again. It is necessary to increase the development of cooperation with a number of other banks.

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