APPLICATION OF E-COMMERCE DEVELOPMENT IN THE PHANTOM FEAREVER CLOTHING COMPANY

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ABSTRACT

E-commerce is one of the use of information technology in the field of trade. E-commerce or electronic commerce can be interpreted as a buy-sell transactions conducted through electronic media. Use of E-commerce is very effective because the system has taken over all operations that had been done manually. Phantom Fearever is a clothing company that provides goods in the form of clothing with a special segment of teenagers, such as t-shirts, jackets, sweaters, hats and more.Phantom Fearever myself have had many customers, both in the town of Ciamis themselves and others out of town. The process of buying and selling still apply offline shopping procedures where consumers come directly to the store and also use cash on delivey procedure (COD) to attract local customers in the city. To increase the number of sales and reach a wider market share again, then the Phantom Fearever also intends to utilize the technological advances of this century in the marketing strategies and sales by implementing E-Commerce.

The research will be an E-commerce application, a tool used to describe the system model is a data flow diagram (FlowMap), context diagrams, and Data Flow Diagrams (DFD), as well as in database design using a data dictionary, and Entity Relationship Diagram (ERD), while the programming language used to create this program is a PHP and MySql with Adobe Dreamweaver and assisted tools Wamp

E-commerce application that is made is expected to be a wider media campaign, helping to increase sales and reduce operating costs for companies and easier for consumers in the process of booking and payment of a product because it is done online using paypal or bank transfer.

Keywords: System sales, e-commerce, information technology, sales, reservations and payments online, internet

1. INTRODUCTION

Along with the mushrooming community of clothing in the country, particularly the area of Bandung and its surroundings, leading to competition in the market selling clothes with the youth segment is increasingly stretched. Several ways the local clothing-clothing company to attract buyers for the marketability of their products increases, so will reinforce the existence of their company. Starting from raising the quality of the product, cuts prices of goods, improve service quality to the way the campaign like crazy with out cost is not small as sponsoring events pensi schools and famous bands. However, from a variety of ways above, improving the quality of service becomes the most important thing in an effort to increase sales of products and also as a means of promotion because customers are generally always demand fast service, accurate, efficient. With quality products and satisfactory service quality, customers would be willing to buy even at prices more expensive than usual prices to get their goods / products.

Similarly, the Phantom Fearever Clothing Company. Company located in the City of Ciamis was also felt the impact of the problem. Due to the tight competition clothing,

the Phantom Clothing also need other ways of marketing the product it sells. Way in which efforts to improve the quality of these services is to use advances in technology by making the website itself. In addition to improving the marketability of products and promotional tools, as well as a solution to minimize the problems of distance between the seller and potential buyers so that prospective buyers will feel well served. It would be a step forward towards a more professional era clothing. Thus, the making of this website is also considered an appropriate solution to overcome the problems mentioned above.

Based on the issues that have been investigated, the purpose of this thesis is to build an application of E-Commerce Web-based.
While the goal to be achieved in this study are:
1. Creating an online sales site.
2. Making the website as a media campaign.
3. Making the website as a solution to the distance problem.
4. Increasing the number of subscribers.
5. Enhance the marketability of products / goods offered.

2. MODELS,ANALYSIS, DESIGN AND IMPLEMENTATION

2.1 Models

Data analysis techniques in the making software using modeling software with waterfa ll paradigm, which involves severalprocesses i ncluding:

a. System Engineering
System engineering is part of the largest syste m in the execution of a project, begin by setting the various needs of all the necessary elements forming the system andallocate it into the software.
b. System Analysis
System analysis is the stage of analyzing the things that are needed in theimplementation of the project of making software.
c. System Design
System design is the translation phase of the analyzed data into a form that is easily understood by the user.
d. Coding System
System coding is the translation stage data or solving problems that have beendesigned into particular programming language.
e. System Testing
System testing is the testing phase of software that is built.
f. System Maintenance
System maintenance is the final step in which a software that has been completed can undergo changes or additions as requested by the user.

2.2 Analysis

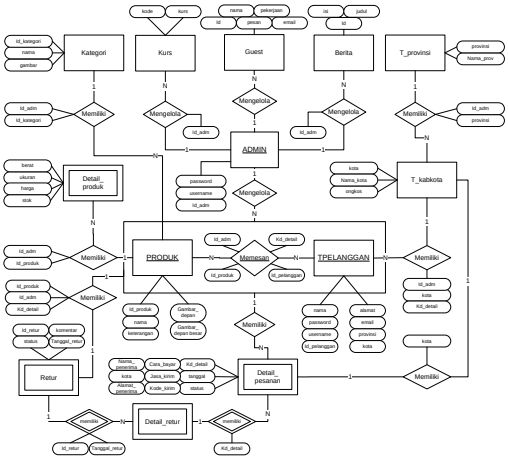
2.2.1 The Analysis Procedure Is Walking

Sales system is divided into 2 parts, namely:
1. Sales are wholesale
Usually these sales system called end purchasi ng system where the sales are usuallyintended for resellers for resale to consumers around the place selling reseller.Purchases that are influential to the wholesale price will be raised because the pricewould be adjusted for purchasing wholesale.
2. Small Sales
This is a private sales and purchases was just hover around 1-5 items and not wear a discount.
In addition to the above sales, at certain moments Phantom Clothing sales also would like to conduct large-scale pieces by imposing price on any particular item to attractconsum ers in large numbers. System purchases made by consumers Phantom Clothing is a conventional purchasing system with the way consumers have come tothe store to select items, after the match consumers can take the goods and make payments.

2.2.2 Analysis Database

ERD is used in building the database to describe the relationship of two files or twotables. ERD consists of 2 main components of entities and relationships. Bothcomponents are further described through the attributes or properties.

Relationships between entities that occur in E-Commerce system which will be designed to be viewed on the Entity Relationship diagram below :

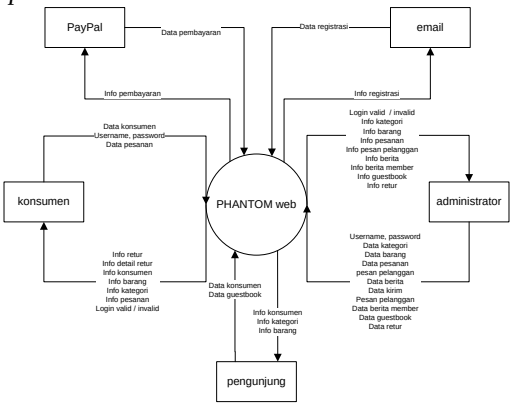


ERD's Picture

2.2.3 Functional Requirements Analysis

2.2.3.1 Context Diagram

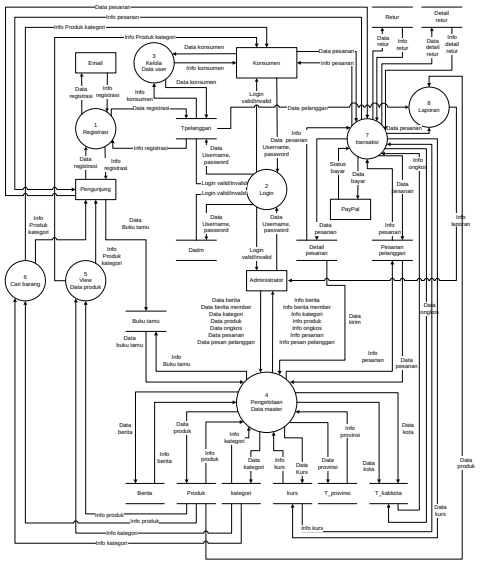
Context diagram is a diagram that consists of a process and describe the scope of a system. Context diagram is the highest level of the DFD that describes all the inputs tothe system or outputs from the system, he will give an idea of the whole system. The system is limited by the boundary (to be described by a line break). In the context diagram there is only one process. There should be no stores in the diagram context . Context diagram for the system to be built can be seen in the picture below :



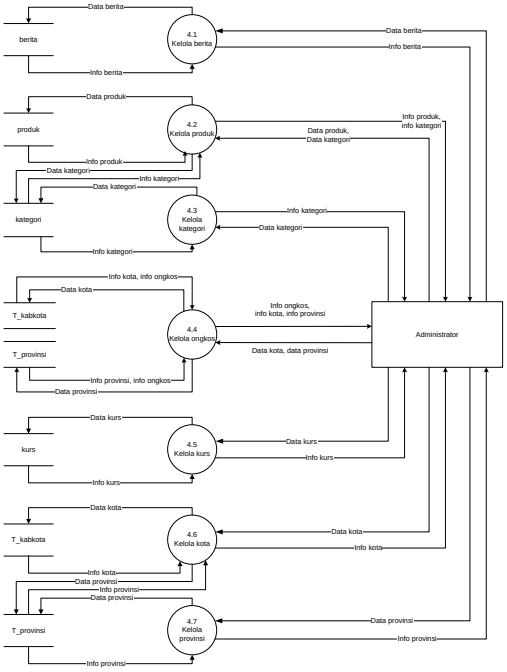
Context Diagram's Picture

2.2.3.2 Data Flow Diagram

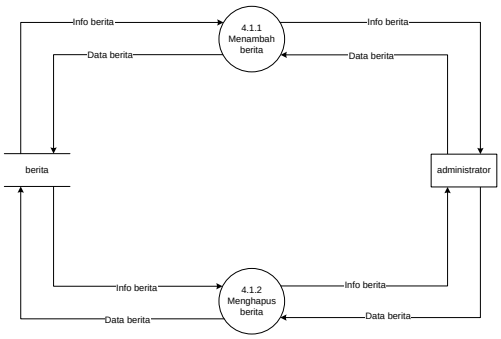
Data Flow Diagram is used to describe media data streams that flow in an information system. DFD ordering and sales information system proposed consists of severalparts. For the image data flow diagram can be seen in the picture below :



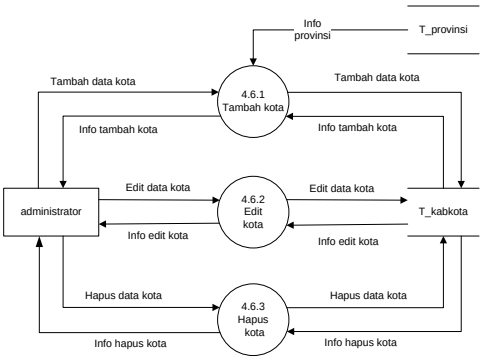
DFD level 1 Picture



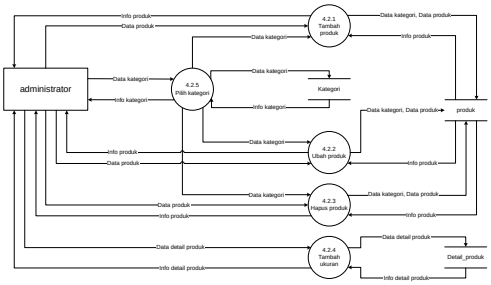
DFD level 2 process 4 Picture



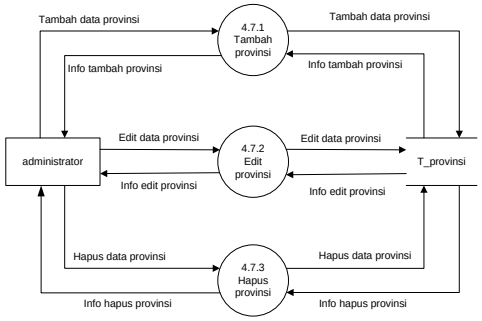
DFD level 3 process 4.1 Picture



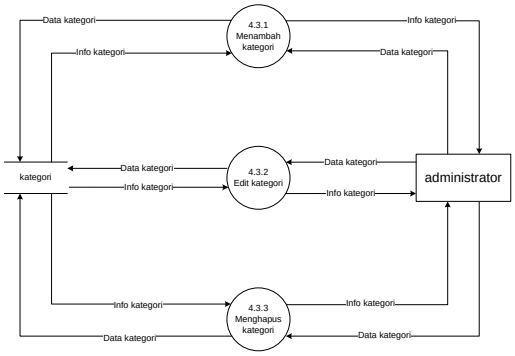
DFD level 3 process 4.6 Picture



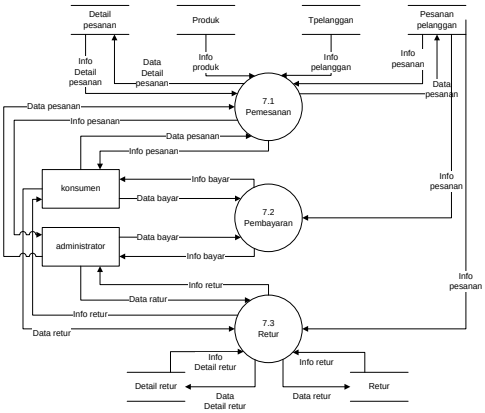
DFD level 3 process 4.2 Picture



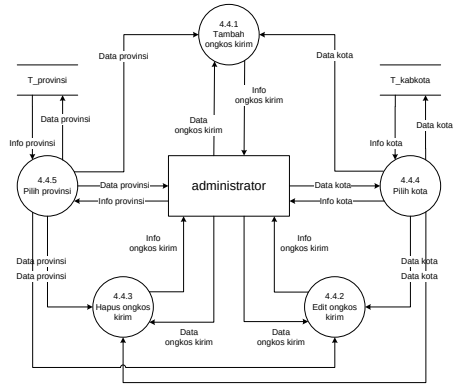
DFD level 3 process 4.7 Picture



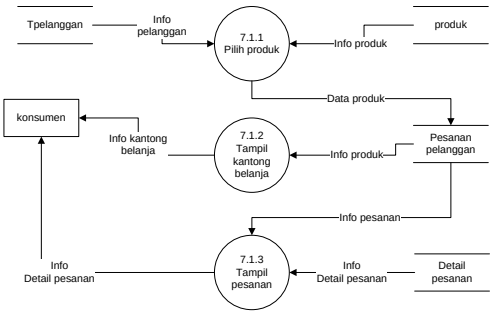
DFD level 3 process 4.3 Picture



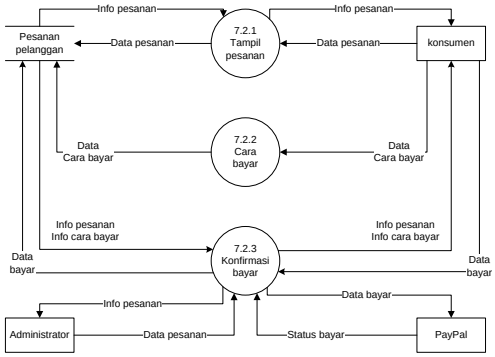
DFD level 2 process 7 Picture



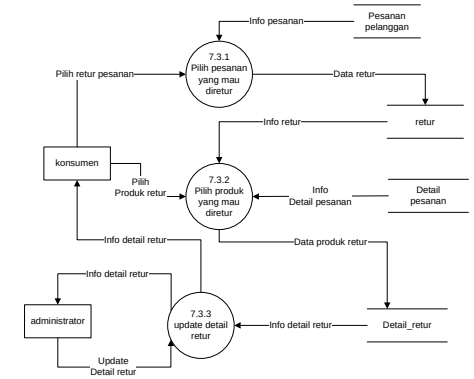
DFD level 3 process 4.4 Picture



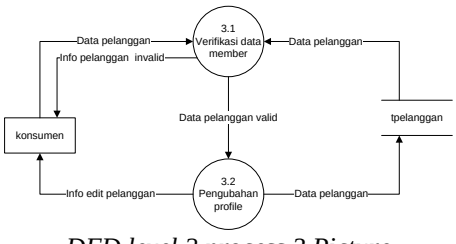
DFD level 3 process 7.1 Picture



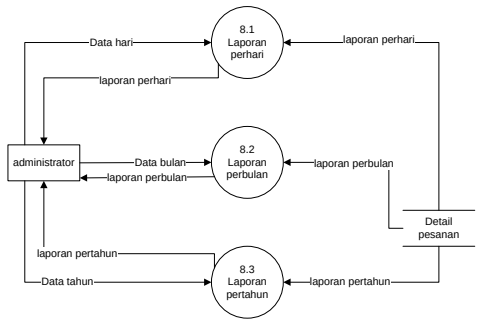
DFD level 3 process 7.2 Picture



DFD level 3 process 7.3 Picture



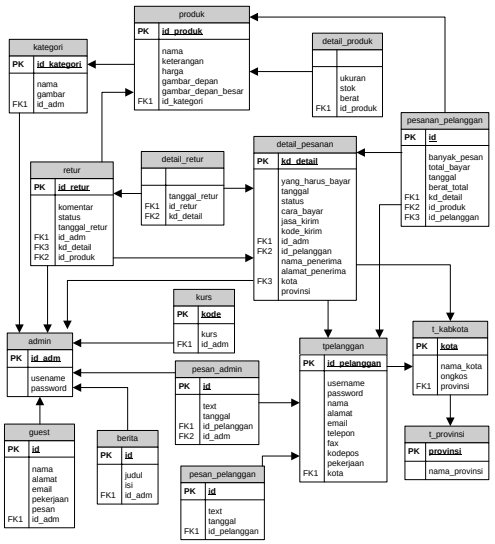
DFD level 2 process 3 Picture



DFD level process 8 Picture

2.2.3.3 Relation Schema

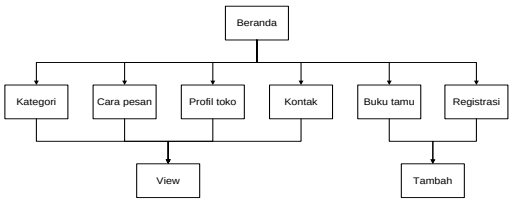
Relation schema is a set of relationships between two or more tables on the database system.



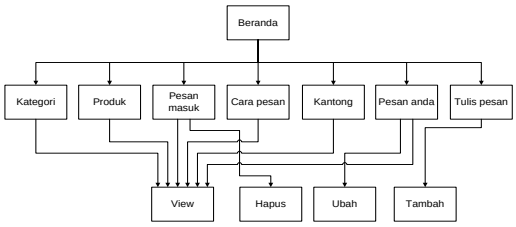
Relation Schema Picture

2.3 Design

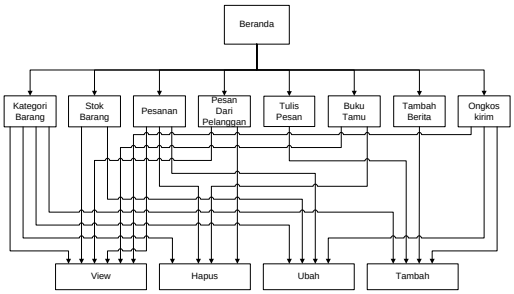
Design the menu structure is the use of point systems that are easy to understand and easy to use. The design of the menu structure of the system in the wake.



Visitor Menu Structure



Consumer Menu Structure



Administrator Menu Structure

2.4 Implementation

Once the system is analyzed and designed in detail, it will be towards the implementation phase. Implementation is the stage of putting the system so that the system is ready for operation. The implementation aims to confirm the design modules, so users can give input to the development of the system.

2.4.1 Hardware Used

The hardware used to implement this system are as follows :

a) Processor 2.8 GHz
b) Harddisk 80 GB Capacity
c) 1GHz RAM
d) 128 MB VGA Card
e) Monitor 1024x768
f) Lan Card 10/100Mbps
g) Internet Connection 64 kbps
h) Mouse
i) Keyboard

2.4.2 Software Used

The software is installed on a computer system used to build this system are as follows :

a) Windows XP SP III
b) PHP
c) Macromedia Dreamweaver 8
d) MySQL
e) WebServer phpMyAdmin
f) Mozilla Firefox
g) Microsoft Visio 2007

2.5 Examination

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

Tests are used to test the new system is black box testing method. Black box testing focuses on the functional requirements of software.

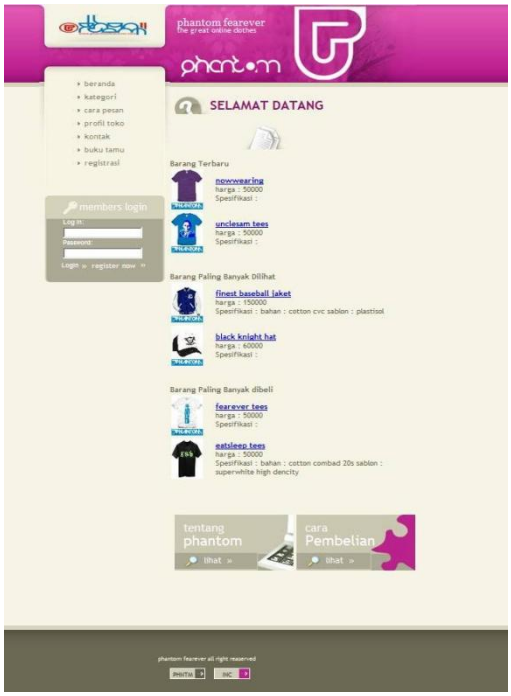
Beta testing is testing conducted objectively when tested directly on to the pitch of the institution in question with a questionnaire about user satisfaction with the content of user friendly point requirement for subsequent distribution to some users by taking a sample of 10 people. From the results of these questionnaires will be calculated for the conclusion can be drawn against the new assessment system implementation.

2.5.1 Testing Result Conclusion

Based on the results of testing with the test sample of cases that have been made to provide conclusions that are functionally the system is expected to generate output.

3. RESULTS AND DISCUSSION

From analysis and design that has been done, the results of the application built one of them can be seen as in Figure below :



4. CONCLUSIONS AND SUGGESTIONS

4.1 Conclusions

The resulting conclusions are as follows:

a) With the customer from the store website Phantom becomes easy to get information about products or details without having to come to the store.

b) With the website, flexibility will be achieved because each customer can conduct transactions wherever he is.

c) With the website, the Phantom stores helped to attract customers outside the city.

d) Payment transactions which are used also make it easier for customer to enhance security for the customer because they do not need to carry cash for shopping.

4.2 Suggestions

The suggestions on the use of systems that have been made are as follows :

a) It is necessary to develop so that further expansion of sales territories to increase sales by working with distributors in every region of Indonesia.

b) It is necessary to develop the design to make it more attractive appearance.

c) There should be a special party store to respond to complaints or order online through yahoo messenger or with the help of social networking.

5. REFERENCES

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