DEVELOP APLICATION E-COMMERCE
SELLING GOODS IN VENOM STUFF STORE

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ABSTRACT

Venom Stuff Company is a store that sells various types of clothing and a variety of brand name. Currently, the store still venom conventional market their products. Thus, the known product information society is severely limited. By looking at an increasingly rapid technological developments, especially in the field of sales, the development of today's business began to change the paradigm not only focus on local but also has become a global namely with the use of Internet technology.

For software development methodology that is used is waterfall methodology. In this methodology carried out several steps to build a software, namely: software engineering, systems analysis, system design, system implementation, system testing, and maintenance of the system. By running the stages based on the existing methodology. this application is constructed is expected to suit your needs and can be used by the customer.

E-commerce applications are made to increase product sales, simplify the manufacture of the product sales report and a media information and to make it easier for consumers to view the latest products, without coming to the store directly. For payments not only through the transfer, but buyers can also pay through online payment that is using facilities such as Paypal Payment Gateway.

***Keyword*:**
Internet, E-commerce, Paypal, waterfal

1. Background Problem

The development of information technology as if not having receded to be discussed, especially the virtual world using the Internet today has become a trend and needs a very primary. The existence of the Internet currently provides benefits directly to the world of business, education, community and much more from small to large scale. Business activities through a common Internet technology called electronic commerce (e-commerce) facilitate activities in the form of purchase and sale transactions electronically or online.

Currently, businesses in general are still doing business transactions manually through direct face to face or by telephone. Unfortunately the method was not effective enough, because the customers always want something to subscribe for or purchase the easiest. From the producers, they always claimed to be in place to meet the demand of the consumer. While on the other hand, the demands of work requires them to be active in expanding its marketing network products to customers. With the e-commerce trading can be done anywhere and anytime. Consumers no longer need to come to the place of its sales, but consumers just open the internet and conduct transactions via the internet media.

Venom Stuff Commpany is a store engaged in trade especially in the fashion world that addresses at Jln. Encep Kartawirya cimahi No.127. This shop produced goods such as clothes, pants, hats, bags and so forth. Originally Stores Venom Stuff Commpany sell goods they produce themselves, but as time went and development of the company's own products sold in these stores continues to grow its kind up to ± 15 other production brands that entrust their products on store goods Venom Stuff Commpany.

Promotion is done by the shop today Venom stuff that is new form of distributing brochures, install the banners to advertise on the website advertising service providers without coupled with the catalog of the product it self. Promotion activities have been carried out by the venom store stuff is less effective to draw a lot of customer interest, because customers lack a complete and accurate information about products offered by the store Venom Stuff Company.
It also processes transactions that require a customer came into the store Venom Stuff and selecting goods to be bought, after customers get the goods the customer wants and then give the goods to be bought to the cashier. Then the cashier to check whether the goods are still in-stock or not, when the inventory is still there then the cashier receipt transactions made by the two structures, The first to be stored in stores venom for the archived stuff which would then direkap and that one MAG to the customer as evidence of purchase of goods, and notify the amount to be paid by the customer. But if stocks run out then the cashier told the customer that the goods ordered have been exhausted.

2. Theory Basis

2.1 Introduction to E-Commerce

E-Commerce (electronic commerce) is a rapidly evolving technology, along with the presence of the Internet in our lives. Many people get the benefits of ease of doing business via the Internet.

E-commerce is part of e-business. Where e-commerce refers to the Internet for online shopping and narrow its scope. As a sub-device of the e-business. Payment methods on e-commerce is conducted through a digitally transfer money via paypal account or credit card. While e-business refers to the Internet but broader scope. Business relationship occurs when companies or individuals to communicate with clients or customers via email but the marketing or sales made through the Internet. This can provide flexibility and efficiency gains.

2.2 E-Commerce Transaction System

For the current system in e-commerce transactions was practically complete and spelled it safe to conduct transactions. Due to the existence of this security can be attracted customers to conduct online transactions on the Internet. Some online payment model on the Internet for the moment that is still used as follows:

1. *Paypal*

Paypal is one of the means of payment (payment process) the safest and most used in the Internet world. Currently, the Indonesian people are able to move money in your Paypal account directly to their accounts.

2. *Credit Card*

Credit cards can be used as a means of payment by first register yourself as a consumer on the web.

3. *Smart Card*

In Singapore, a smartcard known as cash cards. Smartcard usage is similar to the usage of ATM cards used for shopping. At the time of the transaction, the money in-direct debit from your account at the bank. For payments on the Internet, consumers should have a smart card reader.

4. *iCheck*

iCheck is the method of payment by check. This payment requires the consumer's check number.

5. *E-Gold*

E-gold can be obtained by opening a free account at www.e-gold.com. E-gold is quite popular virtual payment by the seller e-book and software on the Internet.

2.3 Benefits of E-Commerce

Some of the benefits of e-commerce, among others, as follows :

1. *Internet graphics capabilities can show what the product and can make a color brochure and pass it without postage.*
2. *Safer than opening an online store open regular stores.*
3. *Walking in cyberspace Internet knows no rest days and holidays, all transactions can be done anytime and anywhere.*
4. *Without territorial borders and time, thus providing a broad range of marketing and timeless.*
5. *Revenue streams (revenue streams) which may be difficult or new, can not be obtained through conventional means.*

6. *Increasing market exposure (market share)*

3. Analysis and Design

3.1 System Analysis Sistem

Systems analysis can be defined as the decomposition of a complete information system into their component parts to identify the problems and obstacles that can be proposed to the needs for improvement.

3.1.1 The Procedure Involved

Procedures that existed at the outlet of Original Fans Shop Persib Bandung today is as follows :

1. *Transaction Procedure*

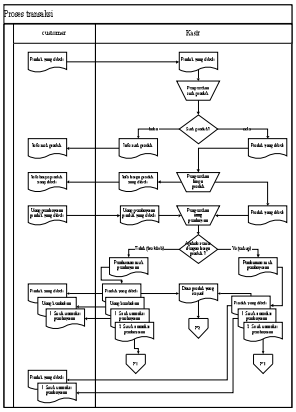


Image 3.1 transaction procedure

1.1.2 Database Analysis

ER diagrams are used to model the structure of relationships between data that existed at the flowmap, so from an ER diagram can be seen the relationship between entities.

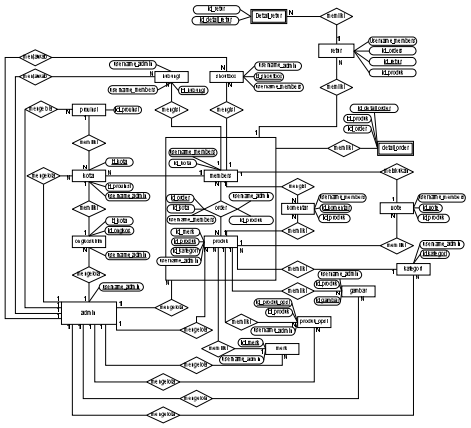


Image 3.2 ERD

1.1.3 Context Diagram

The system has a correlation with the number of entities, be it linkages with entities outside the system as well as linkages with entities in the system. The relationship between the entities with the system described by the context diagram.

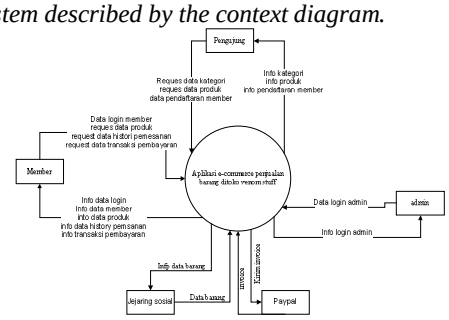


Image 3.3 Context Diagram

1.2 Designing Database

Database consists of designing the table structure and scheme of the relation.

3.2.1 Relation Scheme

The process is a combination of file relationship between files that have the same key, so that those files into a single entity linked by key fields.

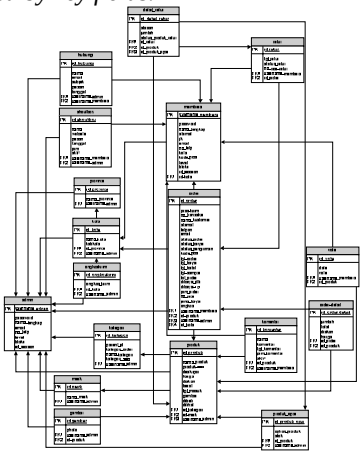


Image 3.4 Relation Scheme

1.3 Designing Application Menu

1. *Structure Guest Menu*



Image 3.5 Structure Guest Menu

2. *Members Menu Structure*

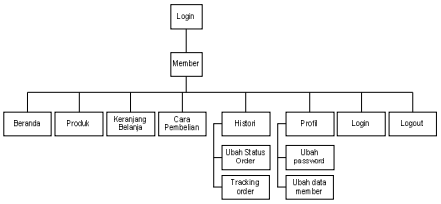


Image 3.6 Members Menu Structure

3. *Admin Menu Structure*

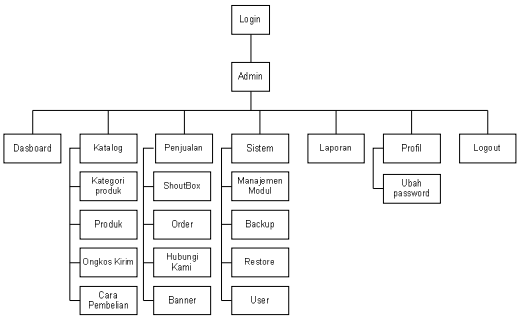


Image 3.7 Admin Menu Structure

1.4 Interface Designing

User interface is a medium of communication between the user computer system.

3.4.1 Guest Interface Design

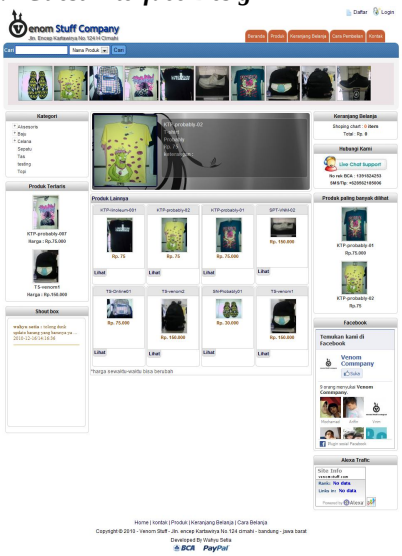


Image 3.8 Guest Interface Display

3.4.2 Members Interface Design

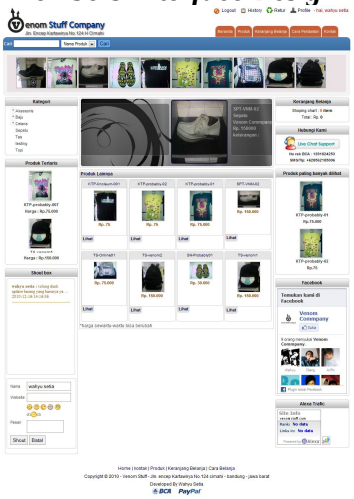


Image 3.9 Costumer Interface Display

3.4.3 Admin Interface Design



Image 3.10 Admin Interface Display

2. Implementation and Testing

2.1 Implementation

This stage is performed after the design is completed and will be implemented in a programming language that will be used. Implementation objectives are to implement the design that has been done on the system so the user can provide input for the development of systems that have been built.

2.2 Alpha Testing

Software testing is a critical element of software quality assurance and assessment mempesentasikan principal of the specification, design, and coding. Black-box testing focuses on the functional requirements of software. Thus, black-box testing software allows engineers to get the full set of input conditions for all the functional requirements of a program.

2.3 Beta Testing

Beta testing is testing where the testing is done objectively directly to the respondents to make a questionnaire on user satisfaction in using the application.

3. Conclusions and Suggestions

3.1 Conclusion

Based on research conducted by the author about making online sales website at Venom Stuff Company, then some conclusions can be drawn as follows:

1. *This application can help the company in promoting the product.*
2. *This application can provide information about Venom Stuff Company products to customers and provides convenience to customers to make ordering goods online.*
3. *This application can help companies manage product data, data ordering goods and making reports*

3.2 Suggestion

Based on the above conclusions, the suggestions can be presented for input materials and considerations are as follows:

1. *For stock management should be considered further for the stock is in a position to be ordered, if the stock a little what if another consumer product that same message and pay on the same day.*
2. *Online sales system that is made is still much to be noticed, for example, reports that sales of goods more detail, as well as management of goods orders until the product reaches the customers and also returns the data processing goods and processing the returned goods..*
3. *Performed maintenance of data by means of back-up data regularly to anticipate all possibilities that disrupt the system.*

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