DEVELOP E-COMMERCE APPLICATIONS HANDPHONES AND ACCESSORIES SALES AT BAGUS COMUNIKA STORES

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ABSTRACT

Bagus Comunika is a trading company engaged in providing products of the former mobile phone, new mobile phones, mobile phones and accessories supporting. Bagus comunika who have had many customers in the city of Bandung still do it manually sales activities in a way come to a place or store. To solve the above problems, increase sales and marketing area larger then Bagus Comunika want to use technology in marketing and sales strategies by implementing E-Commerce.

To build an e-commerce application consists of several methods such as methods of data collection by way of literature study, observation, and interviews. The research method used is descriptive analysis method is a method of research that is intended to gather data that may provide a clearer picture of an object of research and then conducted an analysis of the research object. The method used is FlowMap distinguished analyst, context diagrams, and Data Flow Diagrams (DFD), as well as in database design using a data dictionary, and Entity Relationship Diagram (ERD).

Based on the conclusions of the testing conducted in research, website development E-commerce is expected to help Bagus Comunika in sales activity and preparing reports, and can add to customers outside the city of Bandung..

1. INTRODUCTION

1.1 Background Issues

Bagus Comunika is one company specialized in sector sales of mobile communication devices or mobile phones and their accessories are often referred to his supporters, originally Bagus Comunika Mobile only sells new, but in line with public demand for mobile phones who prefer the former due to a more affordable price with quality that is still feasible use, then started selling mobile phones used Bagus Comunika warranty plus a mobile phone adapted to the situation offered.

Bagus Comunika already doing promotions and advertising through brochures and advertising flyers posted and distributed in crowded areas, such as brochures stuck in a tree edge of the street, in transportation, urban transportation, public transportation, city buses, and so on, and if costumer interested to

buy goods, then the customer must come to the store Bagus Comunika to complete the transaction. but such activity is still less bring costumer for Bagus Comunika, because many customers that was having trouble finding Bagus Comunika address so that only the customer who knows the address Bagus Comunika who can make purchases, and this resulted in Bagus Comunika still not get a lot of costumer.

1.2 Purpose and Objectives

Based on the background of the problem and identifying the problems that have been described to solve the above problem Bagus Comunika store wants to develop e-commerce Applications handphones and Accessories sales.

While the goal to be achieved in making this application are:

1. To help expand the areas of marketing with the online system so that customer from out of town can make a reservation.
2. To help reduce congestion in the manufacture of paper sales reports, warranty, and also ordering items that are written by way of storing data into the application so that more neatly arranged and easily searchable.
3. To help reduce errors that are sometimes done unwittingly by employees in the process of recording transactions in a customer service, warranty and ordering goods.
4. To help increase the time of booking the customer without limited by time and working hours to 24 hours per day for one whole week, also help customer to not have to always come to the store Bagus Comunika, by ordering online through.

2. MODEL, ANALYSIS, DESIGN AND IMPLEMENTATION

2.1 E- Commerce

e-Commerce is a trade procedure or mechanism for buying and selling on the internet where buyers and sellers met in cyberspace. e-Commerce can also be defined as a way of shopping or a trade online or direct selling that utilize Internet facilities where there are websites that can provide the service "get and deliver".

e-commerce will change all marketing activities and also while cutting operational costs to trading activities (trading).

The process that exists in E-commerce is as follows:

1. Presentation Electronis (Making Web site) for products and services.
2. Direct booking and availability bill.
3. Automation Customer accounts are safe (both account numbers and credit card numbers)
4. ayments made by Direct (online) and transaction handling

2.2 Paypal

PayPal is an online account, which can accept payment from credit card instantly through your Internet connection. PayPal is an intermediary or broker services the most popular in

the world today for online transactions. Formerly Moneygrams and wire transfers into the standard payment, but now more than 99 million Internet users prefer PayPal to send money to one another. PayPal has gained trust and comfort to transfer money online.

As a broker in online transactions, PayPal facilitate someone in transferring money only with the recipient's email and other parties can not see the information on your credit card or bank account. This becomes excess PayPal in maintaining security of personal data users.

3 types of paypal, according to function:

1. Personal Accounts

In this type, you can receive payments from other PayPal accounts, but can not accept payments from credit or debit card. No fee for every transaction you make on this type. There are limits to how much money you receive per month.

2. Premier Accounts

This type is almost the same as personal accounts, the difference in this type you can accept payments from credit cards, debit cards and bank accounts. You can also use the shopping cart facility and tool reports of payment (payment reporting tool) Premier Accounts suitable for amateur sellers who want to sell their products on a regular basis.

3. Business Account

Business account type suitable for large-scale business or online store.

2.2 SSL (Secure Socket Layer)

SSL is a protocol layered. In each layer, a data consist of long, descriptions and content. SSL retrieve data to be sent, broken into irregular blocks, and then compressed, if necessary, apply the MAC, encrypted, and the results delivered. At their destination, decrypted data, verification, decompress, and reconstituted. The result is sent to the client on it. (free translation).

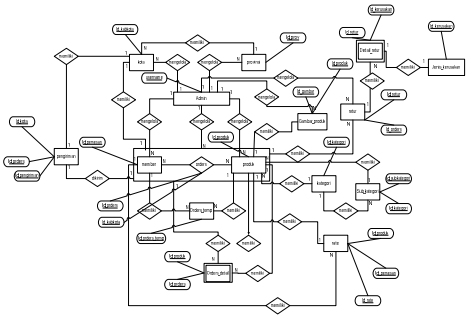
Only SSL encryption of data sent via http. How SSL walking can be described as follows:

1. When the connection starts, the client and server to create and exchange a secret key, which is used to encrypt data to be communicated. Although the session between the client and the server spy other parties, but the data seem difficult to read because it is encrypted.
2. SSL support public key cryptography, so the server can perform authentication with the method commonly known as RSA and Digital Signature Standard (DSS).

SSL can verify the integrity of the current session by using a digest algorithm such as MD5 and SHA. This avoided a session hijacking.

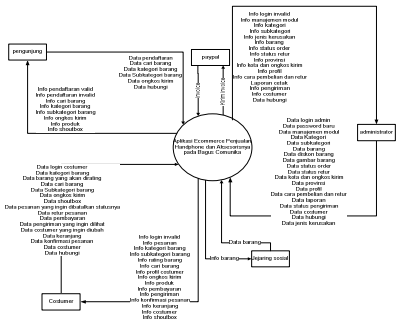
2.4 Desain

1. ERD (*Entity Relationship Diagram*)



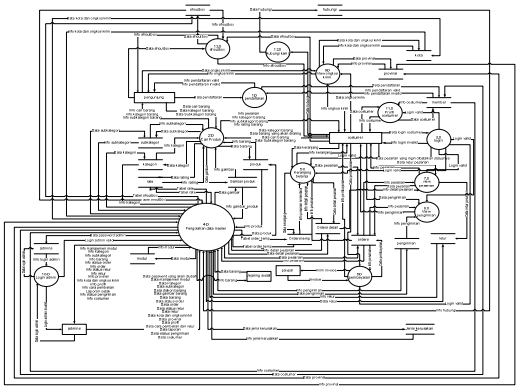
Picture 1. ERD (*Entity Relationship Diagram*)

2. Context Diagram



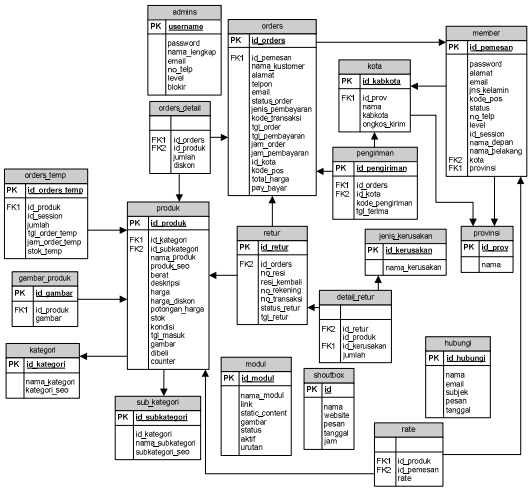
Picture 2. Context Diagram

3.DFD



Picture 3. DFD

4. Table Relationship



Picture 4. Table Relationship

3. RESULT AND DISCUSSION

3.1 Kesimpulan Pengujian Alpha

Conclusions from the results of alpha test are as follows:

1. Functionally, the system can already produce the expected outputs.
2. Functionally, the application has to run well in browsers such as Mozilla Firefox, google chrome.

4. CONCLUTIONS AND RECOMMENDATIONS

3.2 Kesimpulan Pengujian Betha

From betha testing can be deduced that this application is quite easy to learn, easy to use, this application has an attractive user interface and, in addition processes contained in the application to run well, but this application still has shortcomings in terms of security.

4.1 Conclutions

Based on the description in previous chapters, tentative conclusions can be drawn about the development of e-commerce website in Bagus Comunika as follows:

1. This system can help expand the areas of marketing with the online system so that customer from out of town can make a reservation.
2. This system can help reduce the buildup of paper in the manufacture sales reports, warranty, and also ordering items that are written by way of storing data into the application so that more neatly arranged and easily searchable.
3. This system can help reduce errors that are sometimes done unwittingly by employees in the process of serving the customer in recording transactions, warranty and ordering goods.
4. This system can help improve the customer when booking activity without limited by time and working hours to 24 hours per day for one whole week, also helps customer to not have to always come to the store Bagus Comunika, by booking through online.

4.2 Recommendations

For software development, there are a few suggestions that can be put forward, namely:

1. The system should be added facilities that can serve subscribers who are overseas for more marketing reach even further.
2. This system should be added e banking facilities for transfer between accounts in the transactions better and faster.

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