APPLICATION OF E-COMMERCE SALES SPECIAL EQUIPMENT AND CLOTHES SKATER IN MONALISA DISTRO

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ABSTRACT

Distro Monalisa is a company engaged in the sale of special merchandise and apparel skater gear. Monalisa distro is still using conventional way of introducing promotional products. An e-commerce website has many advantages for a variety of user groups, and offers a range of benefits. Website e-commerce has also become a means of promotion, transactions, information center, and data management, or even become a tool.

Data analysis techniques in the manufacture of software using the paradigm of the waterfall software. 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, it is expected that applications built in accordance with needs and can be used by consumers.

E-commerce applications are made to increase product sales and a media campaign in the delivery of product information to consumers without coming to the store directly. For payment, not only done through bank transfer only, but buyers can also pay through online payment such as paypal.

Keywords :
Skater Equipment, Sales E-commerce, Software, Sale, Paypal.

1. Background Problem

Development of Science and Technology is now growing and influential in terms of the transaction and development activity of the business. Of this, the need for transactions that can be accessed through the website needs to say is important, because the speed and ease of diberikanya, so many sellers who spread this technology.

The existence of the Internet currently provides benefits directly or indirectly to the world of business, education, community and much more from small to large. With the internet facilities of data - data can be stored, retrieved and transmitted easily all over the world in various ways, the existing data and information can be connected easily and quickly just by using hyperlinks (visual interface). In the world of business to consumer product approach makes it easy to view and transact through the media website [1].

An e-commerce website has many advantages for a variety of user groups, and offers a range of benefits, because it Distro Monalisa trying to implement online sales of their products. Website has become a means of promotion, transactions, information center, and data management, or even become a tool.

Website not only saving time and place, but also costs the user can access the website and everything what has intregrasi with websites from anywhere we are, facility providers to access the Internet are also more and more, in addition to home phone, mobile phone, as well as through a network of servers / cafe. This proves that people increasingly do not want to preoccupied with the time and opportunity to view information [1].

Related to the above, then the distributions Monalisa aims to follow

current developments in modernizing systems of information dissemination and sales by making sales application to play skate board equipment and clothing online through web media.

During this Distro Mona still a way to spread information manually, such as distributing brochures. Means of dissemination of such information would be very much lack the effectiveness and efficiency of information, difficulties in dissemination of information.

Hope to make a good sales application programs, data processing is key to achieving perfection. By processing data and transactions that good then we can easily access the required data. During this Distro Monalisa pnjualan system based not on the website. For example, many buyers outside the city who have difficulty ordering the goods provided by these distributions dikarnakan limitations of communication and information model also stock new items that are marketed. With this application, it is expected to facilitate the parties involved to find out information relating to the sale of goods are up to date and the stocks provided Distro Monalisa.

2. Theory Basis

2.1 Website

Website is a place on the internet where every individual can get information so that anyone can browse. All persons using the website for any purposes, can provide significant information in the form of text, images, sounds, and moving images. With capabilities like this of course for the institution or the personal into the right media for publication.

This web page is composed of one or several components of both a web document or other accompanying components. These components can usually be directly displayed by the browser, but sometimes have to use auxiliary programs or other additional applications (plug-in).

2.2 E-Commerce

The business world today is closely related to the Internet. Currently the Internet has become a very important business tools for entrepreneurs. Internet is not only a means to the world of entertainment as well as technique, but also become an important media to increase business profits.

One of the Internet application to support business processes. Electronic commerce, is also used to support business development. Even can also use the Internet as the basis.

2.3 Understanding the Internet

The term Internet originated from the Latin, inter, meaning "between". The word for word Internet means between or connective tissue. Indeed that is its function, the Internet connects various networks that are not mutually dependent on each other in such a way that they can communicate.

The Internet is a network of computers connected together across the world regardless of territorial boundaries, laws and culture. Physically analogous to a spider web (the Web) that blanketed the globe and consists of the points (nodes) are interconnected [2].

Node can be a computer, local network or communication equipment, while the connecting lines between nodes is called the backbone (backbone) that terrestrial media (cable, fiber optic, microwave, radio links) or satellite. Consists of the central node of information and databases, computer equipment and network interconnection devices and equipment used users to search, locate and exchange information on the Internet.

3. Analysis and Design

3.1 System Analysis Sistem

In an application to build an e-commerce in Distro Monalisa, the author aims to describe a whole system into its component parts with a view to identifying and engevaluasi problems, constraints arising from the expected needs so dapatdiusulkanc its reforms than the system long.

3.1.1 Prosedur yang terlibat

The procedures are the current distributions Monalisa is as follows:

1. *Booking Procedure Goods*

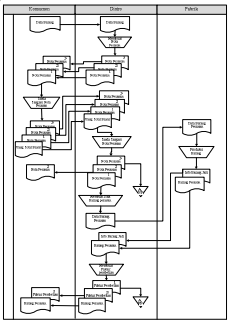


***Image 3.1 Booking Flowmap* Goods**

2. *Purchasing Procedures*

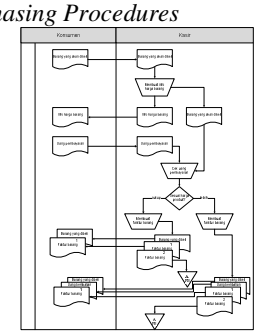


Image 3.2 Flowmap Purchase Goods

3.1.2 Database Analysis

Model ERD diagram contains components entity set and relationship set, each equipped with attributes that to presentation of new modeling system that is described in a systematic.

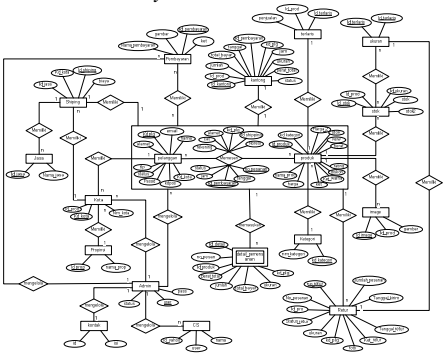


Image 3.3 ER Diagram

3.1.3 Context Diagram

Context diagram is a diagram illustrating the relation between the system and its environment. Environment describes a process in the overall system.

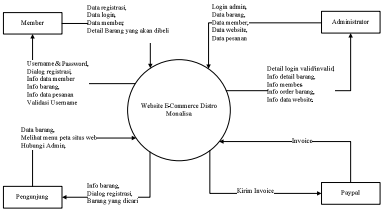


Image 3.4 Context Diagram

3.2 Designing Database

Database design consists of the table structure and relationship scheme.

3.2.1 Relation Scheme

The process of relations between files is a combination between files that have the same primary key, so that those files into a single unit which is connected by key fields.

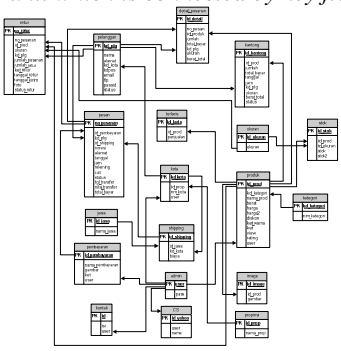


Image 3.5 Relation Scheme

3.3 Designing Application Menu

1. *Visitor Menu Structure*

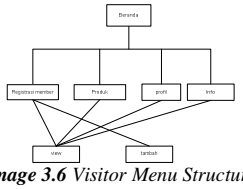


***Image 3.6** Visitor Menu Structure*

2. *Consumer Menu Structure*

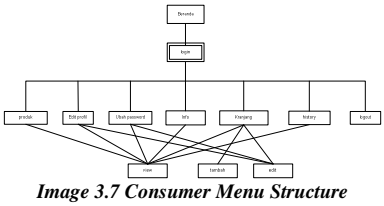


Image 3.7 Consumer Menu Structure

3. *Administrator Menu Structure*

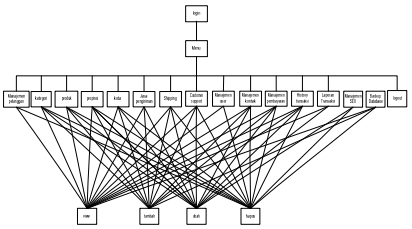


Image 3.8 Administrator Menu Structure

3.4 Interface Desigen

User interface is a medium of communication between users with computer systems.

3.4.1 Interface Design Visitors

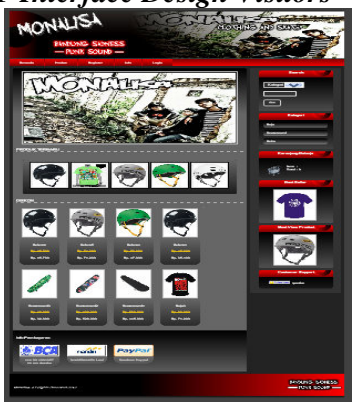


Image 3.9 Display Interface Visitors

3.4.2 Customer Interface Design

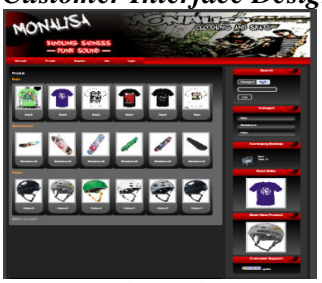


Image 3.10 Display Interface Consumers

3.4.3 Administrator Interface Design

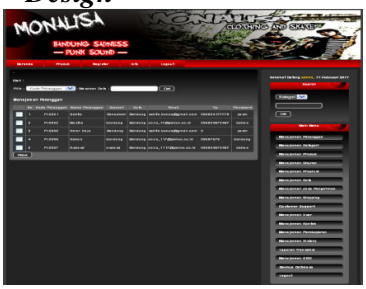


Image 3.11 Display Interface Administrator

4. Implementation and Testing

4.1 Implementation

Implementation stage is the stage of translating the system design based on the results of the analysis in programming languages, and application software on the actual circumstances. Implementation objective is to implement the design that has been made to the system so that the user can provide input for the development of systems that have been built.

4.2 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 allows the software engineer to get a set of input conditions that fully to all the functional requirements of a program.

4.3 Beta Testing

Beta testing is testing where the testing is done objectively directly to the respondent by making a questionnaire on user satisfaction in using the application.

5. Conclusions and Suggestions

4.1 Conclusion

Based on the analysis and testing has been done then it can be deduced the following conclusion:

1. *In order to facilitate the marketing of products so that marketing can be more widely to the whole community will be supporting marketing applications as well as promotional products that can facilitate the distribution of consumers in both onlie and offline transactions.*
2. *Can reduce costs in expanding the company's promotional marketing and increase sales of products to various regions in Indonesia.*
3. *Facilitate the sellers and consumers in the deal without being limited distance and time.*

4.2 Suggestion

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

1. *Given the importance of data security, it is advisable to develop applications that are coming, database backup control performed regularly.*
2. *For making the report, the report can be improved again by preparing a more user friendly and much easier to understand the contents of the report recipient who made the report*.
3. *Design an application made to develop applications only use a few tools and only provide the application interface is. For the future, as a suggestion, especially for interfaces, applications can use a better programming language in its development*.

Online sales system that is made still more needs to be considered, for example, such as processing orders until the customer returns and processing of goods.

6. REFERENCES

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