E-COMMERCE APLICATION DEPELOVMENT AT BANDUNG GARSY DISTRO

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ABSTRAK

E-Comerce (Electronic Commerce) has existed in various forms for more than 30 years. Electronic Data Interchange (EDI) technology and Electronic Funds Transfer (EFT) was introduced early 70's an. The development of credit cards user, Automated Teller Machines and Internet banking is also a forms of e-commerce. e-Commerce today is more specifically defined as the activity distribution, purchasing, sales, marketing goods and or services by the internet.

Garsy is a distro (distribution store) of fashion products for young people who produce their own. Promotion problem is one of the biggest obstacles faced by Garsy to introduce and market their products, because of the limited garsy media and promotional facilities.

Besides the constraints mentioned above, the desire to expand the marketing area and provide another alternative that can facilitate the customer in a shop is a challenge that must be faced Garsy distro, then the application of e-commerce in Bandung Garsy distro can be one of the main solution to it all. The e-Commerce application is expected to assist in promoting product more optimal, expand the marketing area, especially for markets outside Bandung, so it can increase sales of products that will affect business growth in Bandung Garsy distro.

Keywords: e-Commerce, Promotion, Sales

1. Introduction

Information technology especially the Internet is growing rapidly. According to statistics from www.internetworldstats.com in 2009 Indonesia was ranked the 4th largest Internet users in Asia are 30juta users. according to predictions, by 2010 there were at least 57.8 million Internet users in Indonesia (Web Sources: detiknet.com). The data presented above is a very potential market opportunities in cyber bussinestermasuk e-commerce.

e-commerce or could be called electronic trade is distributing, purchasing, sales, marketing goods and services via electronic systems such as the Internet. Based on statistical data published by the U.S. Cencus Bureau, the value of online retail transactions in the first 3 months of 2009 reached 33 billion USD. This amount is about 3.3 percent of the total value of retail trade in the range of time. In 2000 the carrying value of e-commercedi Indonesia reached 100 million USD. If referring to the results of research conducted by Liao and Cheung (2001) in Singapore, at least with the growing number of Internet users in Indonesia, can be predicted will continue to increase the volume and value of e-commerce transactions.

Garsy is a distro (distribution store) fashion products for fashionable young people who own production. So far sales activities in this distribution is felt not maximized, it is because not too familiar brand of products offered by Garsy. Constraints faced by the parties Garsy is not yet effective promotion of fashion products Garsy distributions during this.

Fashion industry competition, especially in Bandung from day to day increasing, at the present time fashion products with various brands (brand) is almost countless numbers. Various kinds of innovations and breakthroughs have been carried out by the Brand owners and distributions to be able to increase sales of its products. Starting from innovation in terms of design, materials, graphics, even the pattern of marketing. From interviews and observations that have been done, so far-any Garsy party has made various innovations on products such as those mentioned above, but they still have difficulties in marketing its products. Because of all this new marketing medium in distributions limited to the sale of its own

and in the event-an exhibition venue and with a catalog.

The potential market is large enough to market a fashion product is out of town, but now Garsy still have difficulty in expanding the marketing area, especially for customers outside the city. Due to the current Garsy not have branches outside the city, and to open new branches outside the city clearly needs capital / cost more not less. As an impact, many from consumers who want to buy this product often get problem due to access to the distro Garsy require considerable time and expense of home consumers. This can hinder the process of selling fashion products Garsy.

In addition to selling products - products directly to consumers, Garsy also provides the opportunity for people - people to become a member / Reseller Garsy fashion products to resell it to consumers, of course, those who become members will get a special price. Currently member / reseller Garsy have difficulty in performing activities such as member registration, check availability, find out promotional information, order goods, or return of goods if there are not appropriate.

With advances in information and communications technology currently Garsy parties expect any solution to the problem - the problem above, ie media innovation and transaction information for Garsy distro.

Noting the above issues and also the results of interviews with the company, it is necessary to develop an application e-commerce at Garsy Distro Bandung.

The objectives to be achieved in the preparation of this research include:

1. More effective promotion of fashion products Garsy distro.
2. Garsy facilitate in marketing its products and distribute the marketing area, especially to consumers outside of Bandung.
3. Facilitate Member / reseller Garsy in performing activities such as check the availability of goods, find out promotional information, order goods, or return of goods if there are not appropriate.
4. Enables consumers to shop for fashion products in Garsy.

2. MODEL, ANALYSIS, DESIGN, AND IMPLEMENTASION

2.1 Model

Data analysis techniques in the manufacture of software using the paradigm of Waterfall Model of software as follows:

a. System / Information Engineering

Is part of the largest system in progress of a project, initiated by setting the various needs of all the necessary elements of the system.

b. Analysis

Implementation project of the software.

c. Design

Translation phase of the analyzed data into a form that is easily understood by the user.

d. Coding

Translation Stage data or solving problems that have been designed into a particular programming language.

e. Testing

Is the testing phase of software built.

f. Maintenance

The final stage in which a software that has been completed can undergo changes or additions as requested by the user.

2.2 Analysis

2.2.1 Analysis Of Current Procedure

The procedure is a collection of processes in a system of interrelated between each other to achieve the objectives that have been applied. Running system currently has three procedures, that is :

1. Procedure of selling

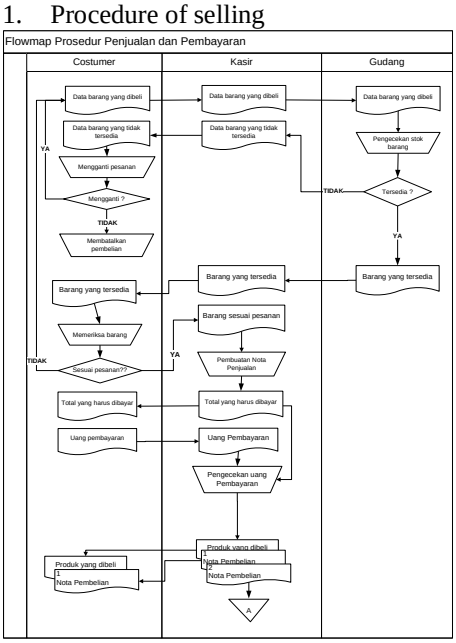


Figure1 Procedure of selling

2. Procedure of product return

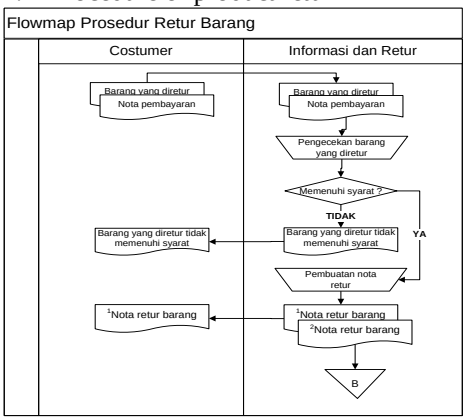


Figure2 Procedure of product return

3. Procedure of daily transaction recapitulation

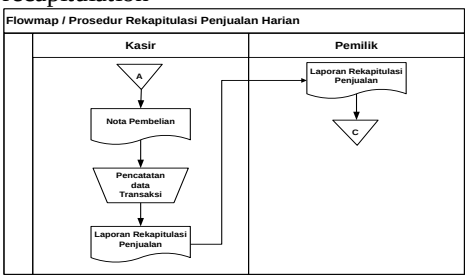


Figure3 Procedure of daily transaction recapitulation

2.2.2 Problem Analysis

Garsy distro still require development in terms of marketing / marketing its products to maintain his achievements, lack of means or media liaison with the customer, provide difficulties in the process of distributing promotional information and sales of products with limited ability to reach your destination. In a sales tool, the media has not managed transactions are automatically supported online tool.

2.2.3 Data Base Analysis

Entity Relationship Diagram (ERD) to design a data base on e-commerce applications are as follows:

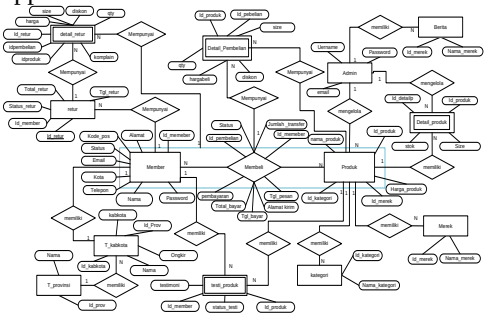


Figure4 Entity Relationship Diagram

2.2.4 Analysis of Functional Recuirment

2.2.4.1. Context Diagram

Context Diagram serves to map the environmental model (describing the relationship between external entities, input and output system), which is represented by a single circle that represents the whole system.

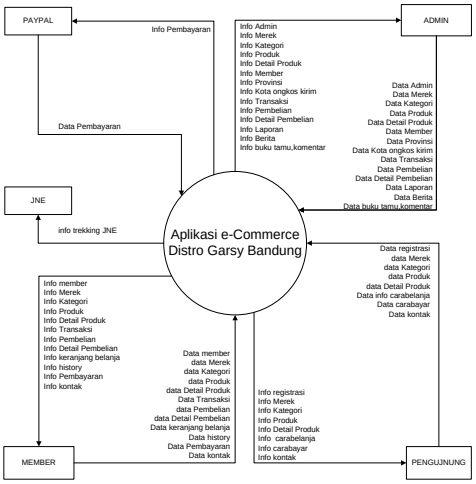


Figure5 Context Diagram

2.2.4.2. DFD Level 1

DFD is a model of the system to describe the distribution system to the smaller models. Based on the context diagram in Figure 5, the flow of information that occurs visualized in Figure 6 as follows :

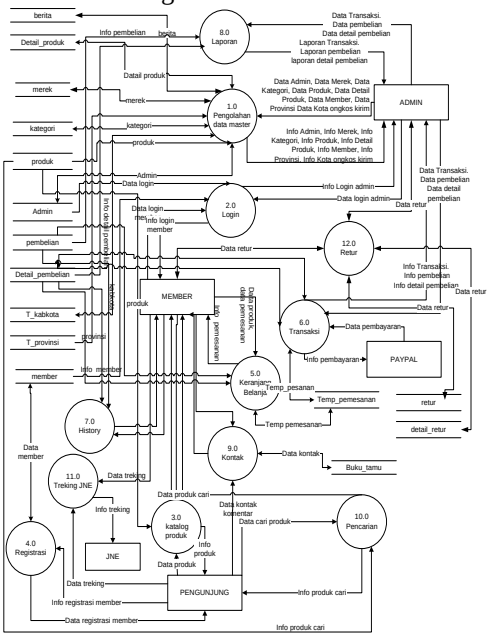


Figure6 DFD Level 1

2.2.4.3. Relation Schema

In this process elemem-element data is grouped into a single database file and its entities and their relationships. Relation schemes in e-commerce applications in the Garsy distro is as follow:

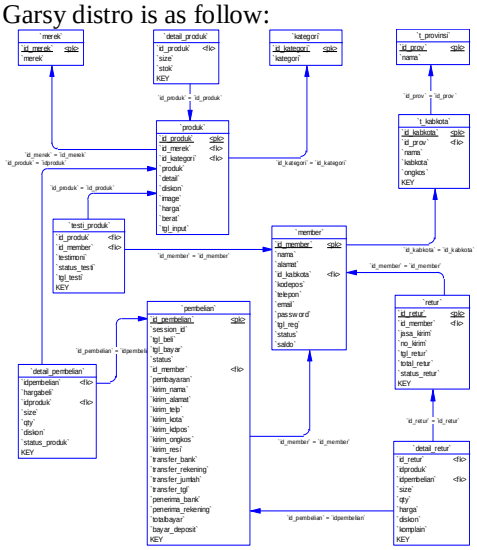


Figure7 Relation Schema

2.3 Design

The design architecture is designing the menu structure created before the application is made. The design of the menu structure created among other:

a. Visitor Menu Structure

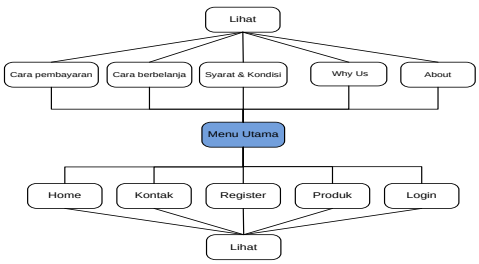


Figure8 visitor Menu Structure Design

b. Member menu Structure

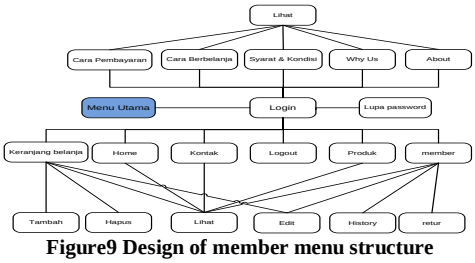


Figure9 Design of member menu structure

c. Admin Menu Structure

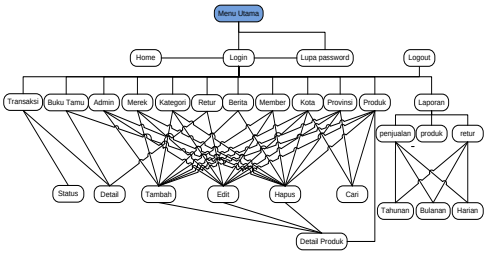


Figure10 Design of admin menu structure

3. RESULT AND DISCUSSION

3.1. Evaluetion and Testing of System

System testing is done after the implementation of a system that aims to determine the extent to which the system can meet the need for users to test the ability of the system also in data processing systems available. This test is directed at the relevance of each component in the system.

3.2. Alpha Testing

black box method. For this alpha test that is the test as a user.

Alpha Testing Conclusion:

Based on the results of testing with the test sample of cases that have been done to give the conclusion that the process still allows for the occurrence of errors in syntax but are functionally the system is to produce the expected output.

3.3. Beta Testing

Beta testing is testing conducted objectively where the test by creating a questionnaire on user assessment of the application that was built to further asked directly to the respondent.

Based on the results of beta testing, look for the percentage of each answer by using the formula:

Y = P / Q * 100%

From the Beta testing can be deduced that the application is easy to learn, fairly easy to use, this application has a user interface that menarikdan than that contained in the application process can run well, but this application still has shortcomings in terms of security.

Beta Testing Conclusion:

From the beta testing has been done that is to test the calculation of the questionnaire answer choice categories that have been distributed in the field could be concluded that the assessed application designed to assist in data processing, as needed, to be a

useful tool, time efficiency is obtained, the info is delivered quickly, easy and accurate.

4. CONCLUSION AND RECOMENDATION

4.1. Conclusion

Based on the discussion that has been done, it can be taken several conclusions, including the following:

1. Fulfillment of business development at Garsy Distro
2. The fulfillment model / method of online transaction that allows a buyer from outside Bandung to perform transactions without having to come directly to the distributions.
3. Easing the dissemination of information about product promotions and sales of fashion products Garsy.
4. E-commerce strategy in the offer it has become a business process becomes much easier and simpler because there is automation in e-commerce system.
5. The system built has become an online tool.

4.2. Recomendation

E-Commerce application development on Garsy distro are still many shortcomings in the making. Here are some suggestions for further system development:

1. System e-commerce technology continues to develop rapidly, therefore the system still requires the development of a regular basis.
2. Online sales system still requires high security, because of the limitations of the system by limiting sekurity maker used.
3. Need integration between the online sales system with offline sales system for data and information that is accurate and reduce data redundancy.
4. Necessary training for the administrator in the distro Garsy for e-commerce systems can be run well.
5. Need more scheduled maintenance.

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