PROCEEDING

ICO-ApICT 2013

THE 1st INTERNATIONAL CONFERENCE ON APPLIED INFORMATION AND COMMUNICATION TECHNOLOGY

EMPOWERING DEVELOPMENT COUNTRIES THROUGH SUSTAINABLE ICT

OCTOBER 2-3, 2013

UNIVERSITAS KOMPUTER INDONESIA

PROCEEDINGS

International Conference

1st INTERNATIONAL CONFERENCE ON

APPLIED INFORMATION & COMMUNICATION TECHNOLOGY

"Empowering development countries through sustainable ICT"

Bandung, 2 nd -3 rd October 2013

Chairman 1st International Conference on Applied Information and Computer Technology

Dr. Salmon Priaji Martana.

Editors & Reviewers

Dr. Yeffry Handoko Putra

Dr. Salmon Priaji Martana

Dr. Ony Widilestaringtyas

Muhammad Arla Rajasa, M.T.

Irawan Afrianto, M.T.

Taufan Hidayatullah, M.Ds.

Steering Committee

Dr. Eddy Suryanto Soegoto

Prof. Dr. Umi Narimawati

Prof. Dr. Ria Ratna Ariawati

Prof. Dr. Aelina Surya

Prof. Dr. Denny Kurniadie

Keynote Speaker

Tifatul Sembiring

Ahmad Heryawan

Invited Speaker

Prof. Dr. Suk Kyu Song

Prof. Dr. Huda Ibrahim

Prof. Dr. Hideo Izumida

Prof. Dr. Pham Ngoc Nam

Dr. Denis Ushakov

Dr. Yusrila Kerlooza

Copyright and Reprinted permission

All rights reserved. This book or parts there, may not be reproduced in any form or by any means, electronic or mechanical, including photocopying, recording or any information storage and retrieval system now known or to be invented, without written permission from the organizer.

All rights reserved

Faculty of Engineering and Computer Science

UNIVERSITAS KOMPUTER INDONESIA

ISBN 978-602-14462-0-1

Published by:

Faculty of Engineering and Computer Science

UNIVERSITAS KOMPUTER INDONESIA

Jl. Dipati Ukur 112-114

Bandung, 40132

Ph. +62 22 2503054

Fax +62 22 2533754

University Website: http://www.unikom.ac.id

Conference Website : http://ico-apict.unikom.ac.id

E-mail: ico-apict@unikom.ac.id

Contents

Credit title *i*

Contents ii

Keynote & invited Speakers

Song, Suk Kyu 1-7

Huda Binti Ibrahim 8-12

Yusrila Y. Kerlooza 13-15

Pham Ngoc Nam 16

Plenary Panels I : Information Technology and Social Political Science

ASSESSMENT ON THE IMPLEMENTATION OF SAP ASSET MANAGEMENT(A CASE STUDY AT PT. X) I.1 - 8

Yenni Merlin DJAJALAKSANA, Welly SUGIARTO

ANALYSIS STRATEGY AND DESIGNING IT ARCHITECTURE FOR VIRTUAL SHOP MODEL IN INDONESIA BASED ON TESCO.COM EVOLVING MODEL I.9 - 14

Yeffry Handoko PUTRA

IMPACT OF ENTERPRISE RESOURCE PLANNING (ERP) ON EMPLOYEE PERFORMANCE I.15 - 24

Eko Budi SETIAWAN

WEB BASED UMRAH SERVICE INFORMATION SYSTEM DESIGN (CASE STUDY: PT. MAKDIS TOUR) I.25 - 32

Lusi MELIAN, Nisa Nur AZMI

WEB BASED INCOMING GOODS AND STUFF OUT INFORMATION SYSTEM AT SUGARINDO STORE, GARUT I.33 - 40

Sintya SUKARTA, Restu Rovi ACHDINI

DESIGNING OF IT STRATEGY MAP IN PUSAT SUMBER DAYA GEOLOGI BANDUNG I.41 - 46

Rini SUWARTIKA, Janivita Joto SUDIRHAM, Irawan AFRIANTO

ARCHITECTURE OF E-DESA BASED CLOUD COMPUTING AS INFORMATION ACCESS AND ADMINISTRATION OF VILLAGE ONLINE I.47 - 50

Irawan AFRIANTO, Syifa NURANI, Andik SUSANTO

SCENARIOS DEVELOPMENT TO INCREASE PRICE STABILITY AND INVENTORIES OF SUGAR INDUSTRY USING SYSTEM DYNAMICS APPROACH I.51 - 56

Agung Brastama PUTRA, Erma SURYANI

INFORMATION SYSTEM OF PROPERTY ADVERTISING USING ANDROID BASED I.57 - 63

Novrini HASTI, Adhityo Seno AJI

DETERMINATION OF DEVELOPMENT PRIORITY THROUGH E-GOVERNMENT APPLICATIONS IN THE CITY OF SERANG I.64 - 74

Dewi KURNIASIH, Hery Dwi YULIANTO

PROSPECT OF BANDUNG CITY AS THE CENTER OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) IN FACING ASEAN COMMUNITY 2015 I.75 - 85

Andrias DARMAYADI, Budi MULYANA, Dewi TRIWAHYUNI, Sylvia Octa PUTRI

INDONESIAN POLITICAL COMMUNICATION IN THE NEW MEDIA PERSPECTIVE ASSESSING 2012 JAKARTA GOVERNOR ELECTION CAMPAIGN I.86 - 90

Dian PURWORINI

LAND REGISTRATION IN INFORMATION TECHNOLOGY PRESPECTIVE BASED ON AGRARIAN LAW IN INDONESIA I.91 - 95

Darwin GINTING

UNIKOM CYBER EXISTENCE AS A MEDIA INFORMATION BY THE DIRECTORATE OF INFORMATION & COMMUNICATION TECHNOLOGY & MULTIMEDIA IN DELIVERING INFORMATION TO STUDENTS I.96 - 103

Desaya Eka SURYA, Melly Maulin PURWANINGWULAN

DESIGNING OF HEALTH SERVICES INFORMATION SYSTEM I.104 - 108

Citra NOVIYASARI, Emalia FITRIANTY

CONTRIBUTION OF WEBSITE QUALITY OF SMA NEGERI 6 BANDUNG TO USER SATISFACTION USING ANALYTICAL HIERARCHY PROCESS (AHP) METHOD I.109—114

R. Fenny SYAFARIANI, Sata Aswel PUTRA

Plenary Panels II : Economy

STUDENTS' LOYALTY IN TERMS OF INSTITUTIONS IMAGE AND TRUST (SURVEY ON STUDENTS OF DIII PROGRAMS AT PRIVATE UNIVERSITY IN BANDUNG CITY) II.1 - 9

Windi NOVIYANTI

THE BIG FIVE PERSONALITY INFLUENCES AND CONSUMER MATERIALISM AGAINST PURCHASING IMPULSIVE (SURVEY ON MALL VISITORS IN BANDUNG CITY) II-10 - 18

Raeni Dwi SANTY

ENTREPRENEURSHIP MODERNITY IN ACHIEVING COMPETITIVE ADVANTAGE (Studies of the Small Business of Foods in Bandung) II.19 - 24

Deden Wahab SYAHRONI

THE ROLE OF INFORMATION TECHNOLOGY ON THE DEVELOPMENT OF ACCOUNTING INFORMATION SYSTEM II.25 - 29

Sri Dewi ANGGADINI

THE INFLUENCE OF WORKING CAPITAL AND LIQUIDITY TO PROFITABILITY IN THE TELECOMMUNICATIONS COMPANY LISTED ON THE INDONESIA STOCK EXCHANGED PERIOD 2007 - 2012 II.30 - 35

Linna ISMAWATI, Adyt NURDIANTO

THE EFFECT OF CONFLICT AND STRESS AT WORK TOWARDS EMPLOYEES PERFORMANCE IN PT. BAYER INDONESIA-BAYER CROPSCIENCE OF WEST II.36 - 43

Lita WULANTIKA, Risma PURNAMA

ACCOUNTING DATA INPUT QUALITY IN SMALL TAXPAYER OFFICES IN JAVA INDONESIA II.44 - 50

Siti Kurnia RAHAYU

ACCOUNTANCY BEHAVIOR AND BEHAVIORAL ACCOUNTANCY EPISTIMOLOGY REVIEW FOR CLARIFICATION II.51 - 58

Umi NARIMAWATI, Maman KUSMAN

DESIGN OF ACCOUNTING INFORMATION SYSTEM FINANCIAL STATEMENTS INCOME STANDARDS BASED SAK-ETAP ON CV GUNA PROPERTY USING SOFTWARE MICROSOFT VISUAL STUDIO 2005 AND DATABASE MySQL BASED CLIENT SERVER II.59 - 64

Ony WIDILESTARININGTYAS, Rika Febryani PERMANA, Hery Dwi YULIANTO

DESIGN OF ACTIVITY STATEMENT ACCOUNTING INFORMATION SYSTEM BADAN LAYANAN UMUM BALAI BESAR BAHAN DAN BARANG TEKNIK (B4T) USING MICROSOFT VISUAL BASIC 2005 AND MYSQL BASED CLIENT SERVER II.65 - 72

Ofi MULYANA, Hery Dwi YULIANTO

DESIGN OF LAPAKMOBILE.COM BUSINESS APLICATION AT PASAR TRADISIONAL SIMPANG BANDUNG USING PHP AND MYSQL BASES OF WEB II.73 - 80

SUPRIYATI, Teddy Septian HANADI

DEVELOPMENT OF BALANCE SHEET FINANCIAL STATEMENT ACCOUNTING INFORMATION SYSTEM AT KLINIK USING UML MODELING II.81 - 89

Ony WIDILESTARININGTYAS, Vivi SUMANTI, Apriani Puti PURFINI

DESIGN AND IMPLEMENTATION MOBILE WEB APPLICATIONS FOR MONITORING AND ASSISTANCE TO SUPPORT POVERTY REDUCTION AND EMPOWERMENT PROGRAM II.90 - 93

Rio YUNANTO

IMPULSE BUYING ANALYSIS OF CUSTOMERS AT SURF INC BANDUNG II.94 - 98

Muhammad IHSAN

Plenary Panels III : Design, Engineering and Computer Science

SMART HOME TO ENHANCE A BETTER LIVING III.1 - 6

Cherry DHARMAWAN

STUDY OF VISUAL INTERACTION AND EXPERIENCE TO PLAY FARMVILLE GAME ON FACEBOOK III.7 - 12

Deni ALBAR

APPLICATION OF ANTHROPOMORPHISM TO PROTAGONIST AND ANTAGONIST CHARACTER IN ANIMATED FILM SERIES DUFAN THE DEFENDER III-13 - 17

Yully Ambarsih EKAWARDHANI

IMPLEMENTATION OF LINUX ZENTYAL AS A VOIP SERVER FOR WEB BASED CONFERENCE ROOM APPLICATION III.18 - 22

Susmini Indriani LESTARININGATI

AUTOMATIC PARALLEL PARKING SYSTEM BASED ON INTERVAL TYPE 2 FUZZY CONTROLLER III.23 - 32

Muhammad Aria RAJASA

NETWORK BASED LANDING SYSTEM AN ALTERNATIVE OF LANDING SYSTEM III.33 - 35

Dimas WIDYASASTRENA

PC BASED DIGITAL OSCILLOSCOPE III.36 - 44

Tri RAHAJOENINGROEM, Jana UTAMA, Wisnu Aji KHARISMA

OPTIMIZING NATURAL DAYLIGHT FOR SCHOOL BUILDING III.45 - 51

Kikin Binnur ANDRIANSYAH, Salmon Priaji MARTANA, Rahy SUKARDI

ANALYSIS MODEL OF BUILDING LIFE CYCLE TOWARD SUSTAINABLE ARCHITECTURE, ADAPTATION OF LISA (LIFE CYCLE ASSESSMENT IN SUSTAINABLE ARCHITECTURE) INSTRUMENT III.52 - 65

Wanita Subadra ABIOSO, Irawan AFRIANTO

THE SALES INCREASING STRATEGIES FOR SHOES PRODUCT USING SWOT METHOD IN PRIMARINDO PUTRA PERKASA BANDUNG III.66 - 71

Inayati UMAROH, Agus RIYANTO

THE ANALYSIS OF SOFTWARE IMPLEMENTATIONS OF ADMISSIONS (NEW STUDENTS ADMISSION ONLINE) AND ITS IMPACT ON CUSTOMER VALUE AND THE DECISION TO CHOOSE TO BE A STUDENT OF INDONESIA UNIVERSITY OF COMPUTER BANDUNG III.72 - 78

Eddy Soeryanto SOEGOTO

THE POSSIBILITY OF INFORMATION AND COMMUNICATION TECHNOLOGY TO COPE WITH JOB HOUSING MISMATCH III.79 - 91

Ridwan SUTRIADI

ICT IN THE MEDIA TELEVISION; FROM MEDIA CONVERGENCE TO CITIZEN JOURNALISM III.92 - 96

Rahmat Edi IRAWAN

Preface

Rapid development of ICT has enabled the technology to underpin many aspects of life. Various scientific fields tend to use and apply ICT to make the operation more effective and easier. The use of information technology has penetrated into all areas of life. All levels of society already accustomed to using computers to simplify their lives. Even small children using a computer to learn and play games. All of these things give rise to a variety of side effects such as rapid development can not be anticipated

Various social problems arise in the community, such as the misuse of social networking like as facebook, tweeter used beyond reasonableness, even to support criminality. Certainly, there are still many good result of those technology development.

Products like the most advanced technology has been developed in developed countries, while its people background, culture, education level and economic development are very different compared to the third world countries like Indonesia. It is interesting discussion within the academic corridor since it involves the future of the nation that must be prepared early.

International meetings such as ICo-ApICT are expected to garner a lot of entries so that the application can be better organized and designed to support life in the near future. This seminar is intended to summarize the research idea as well as to promote other forms of real implementation of the use and role of ICT in the field of engineering, economics, politics, law, literature and art.

Dr. Salmon Priaji Martana

THE SALES INCREASING STRATEGIES FOR SHOES PRODUCT USING SWOT METHOD IN PRIMARINDO PUTRA PERKASA BANDUNG

Inayati Umaroh, Agus Riyanto
Industrial Engineering Study Program Universitas Komputer Indonesia
Email: No2hpisces@gmail.com, agusriyantounikom1@yahoo.com

Abstract

Marketing strategy planned as a fundamental tool to achieve corporate objectives by developing a sustainable competitive advantage through the cluster market.PT. Primarindo Putra Perkasa Bandung is a company that makes women's shoes, the brand used by the company is **Collete.** *Types of shoes are made consisting of higheels, flat sandals, ballerina shoes, lathering flat sandals, wedges. This research was concerned with analyzing the sales and marketing strategies undertaken by companies in PT. Primarindo Putra Perkasa Bandung approach 4P (Product, Price, Place, and Promotion) and analyzed by using SWOT analysis. In order to know the results of the sales strategy used, know the strengths and weaknesses, and the opportunities and threats the company in sales, marketing strategy specifies improvements in accordance with the conditions of the company and the proposed use of the website as a means of selling information on PT shoes. Primarindo Putra Perkasa Bandung. The method used in this study is the description by using a case study on a research object using the method of observation, interviews and documentation. While the data analysis using the SWOT analysis technique (Strength, Weakness, Opportunity, Threat). The results showed that (1) marketing strategies undertaken by PT. Primarindo Putra Perkasa Bandung, while still using the old strategy and not with the times. (2) identify the weaknesses and strengths of the company interviews and case studies on research that studied the object with SWOT analysis. (3) Determination of sales improvement strategies in accordance with the conditions of the company. (4) The use and display the website as one of the chosen strategy in PT. Primarindo Putra Perkasa Bandung. For information technology can bring useful websites as a means of selling information shoes on PT. Primarindo Putra Perkasa Bandung. For advice firm with current technological developments can also use a variety of other media such as television advertising, and use social networks such as BBM (blackberry messenger), Line, twitter, and facebook in every design and introduce new models of shoes that will be marketed. So that consumers can easily find out the latest news about the product being marketed.*

Keywords: Marketing strategy, SWOT analysis, technology

1. Preliminary

In the era of globalization and liberalization, competitiveness needs to be improved, not only the aspects of production, but also the marketing aspect. Although each management function has the contribution of each strategy for the preparation of the different levels, but the range of corporate control of the external environment tend to be limited. In conditions like this, the company needs to put a marketing strategy that plays an important role for the sustainability of the company. This is because marketing management functions that have the greatest contact with the outside world, in other words, play a role in the function of the company.

In the marketing strategies necessary to do an analysis to determine the strengths and weaknesses of the company. To know the strengths and weaknesses of the analysis used the TOWS analysis (threats, opportunity, weakness, strengths). The results obtained from the analysis of the power to take advantage of the opportunity by addressing weaknesses and avoid threats to a company's strength. Strength was maintained in the company's marketing mix in developing a joint strategy combined four key elements called 4P's of marketing (product, price, place/distribution, promotion).

PT. Primarindo Putra Perkasa Bandung is a company that makes women's shoes, the brand used by the company is Collette. Types of shoes are made consisting of high heels, flat sandals, ballerina shoes, lathering flat sandals, wedges. Here is a chart of sales data in the shoe PT Putra Perkasa Primarindo Bandung in 2012:

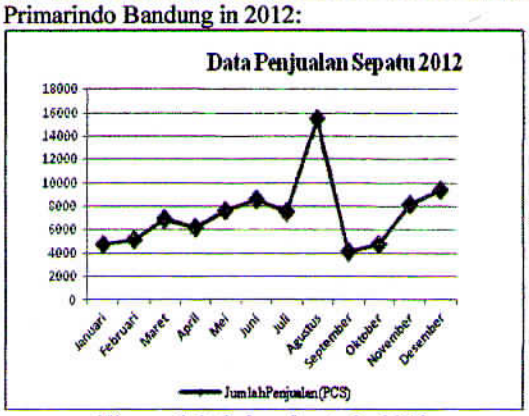


Figure 1.1. Sales charts in 2012

In the table above it can be seen an increase in sales and a significant reduction especially in August that there was an increase, while the following month ie September plummeted. Thus, the increase and decrease in price causes a drastic must be analyzed from the first marketing strategy used. Of the issues that have been disclosed, the researcher took the title "Determination of Sales Marketing Strategies in Shoes at. Primarindo Putra Perkasa Bandung"

This research was conducted with the following objectives:

(1) Marketing strategies undertaken by PT. Primarindo Putra Perkasa Bandung, while still using the old strategy and not with the times.
(2) Knowing the weaknesses and strengths of the company from interviews and case studies on research that studied the object with SWOT analysis.
(3) Determination repair sales strategy in accordance with the conditions of the company.
(4) Use and display the website as one of the chosen strategy in PT. Primarindo Putra Perkasa Bandung.

2. Basis Theory

Marketing strategy is the marketing mindset that will be used to achieve marketing objectives. Marketing strategy contains specific strategies for target markets, the determination of position, the magnitude of the marketing mix and marketing expenditure.

One of the elements in an integrated marketing strategy is the Marketing Mix, which is a strategy that the company, which deals with the determination, how the company presents its product offerings on a particular market segment, which is the target market for. Marketing mix is a combination of variables or activities that are at the core of the marketing system, where variables can be controlled by a company to influence consumer responses in the target market. Variable or activities need to be combined and coordinated by the company as effectively as possible, in its marketing activities. Or four elements of marketing mix variables or called the four P's are as follows:

1. Product Strategy
2. Pricing Strategies
3. Place/Distribution Strategies
4. Promotion Strategy

Marketing mix is run should be adjusted to the situation and condition of the company. Besides marketing mix is a combination of factors that can be controlled company to facilitate buying decision, then the marketing mix variables described above was a little more depth to the

SWOT analysis (Strength, Weakness, Opportunities, Threath)
Understanding SWOT analysis is a form of analysis in management by using the principle of SWOT (Strength, Weaknesses, Opportunities, and Threats). SWOT analysis is used to see the strengths, weaknesses, opportunities and threats that will be faced by the company.

If swot analysis technique is applied in the case of determining the destination marketing management strategy can be expressed before determining marketing goals to be achieved should analyze the company: strengths and weaknesses, business opportunities, a variety of obstacles that may arise.

Kotler suggests that while SWOT analysis is a way to observe the external and internal marketing environment. SWOT analysis technique used is as follows:

a. Strenght

Every company needs to assess its strengths and weaknesses compared to its competitors. The assessment can be based on factors such as technology, financial resources, manufacturing capabilities, marketing strength, and the base pelaggan owned. Strength is a skill and the advantages possessed by competitors.

b. Weaknesses

Is a state in the face of rival companies have limitations and shortcomings as well as the ability to control the market, resources and expertise. When people talk about the flaws contained in the body of a business unit, which is intended limitations or lack of resources, skills and abilities to be a serious impediment to performance organization unsatisfactory performance. In practice, the various limitations and lack the ability to look at the facilities and infrastructure owned or not owned, low managerial skills, marketing skills are not in accordance with the demands of the market, products that are not or less requested by the user or prospective user and the rate of inadequate benefits.

c. Opportunities

Every company has the resources to differentiate itself from other companies. Opportunities and breakthrough or a particular competitive advantage and some opportunities require large amounts of capital to be utilized. On the other hand, new companies bemunculan. Marketing opportunity is an area of buyer need in which a company can operate profitably.

d. Threats

Threat is a challenge or doubt shown by a trend or a development that does not advantageously in an environment that will lead to deterioration of the position of the company. Understanding the threat is the opposite sense of opportunity. Thus it can be said that the threats are environmental factors that are not profitable a business unit.

If not addressed, the threat will be a wedge for the business unit concerned both for the present and in the future. By doing two analyzes are then known company with a SWOT analysis.

3. Materials and methods used

- Marketing Mix in PT. Primarindo Putra Perkasa Bandung

In every business must implement a joint marketing mix into four essential elements as the key to marketing. Here are 4 strategies marketing mix in PT. Primarindo Putra Perkasa Bandung:

1. Product

The resulting products company PT. Primarindo Putra Perkasa Bandung included in the classification Consumer Goods, consumer goods can be grouped based on shopping habits. Products that can be generated is called convenience goods are the most frequently purchased by customers without requiring a lot of consideration and requires little effort. And also shopping goods goods during the process of selection and purchase, customers usually make comparisons based on several criteria such as suitability, quality, price and style. The products manufactured are of women's shoes to ballet shoes, sandals usual, wegheis, highheels, women sandals.

2. Price

Of the products are made in PT. Primarindo Putra Perkasa Bandung prices ranging between 130.000 to 250.000 rupiah according to the quality and difficulty of making the product. Decision on the price to the price of raw materials, labor, and the profits that can be generated from these shoes.

3. Place

Place this shoe product sales by way of direct distribution by sales there are on consignment (care items) to have counters in department stores like in showroom Ciwalk, Yogya (Yogya in Bandung and throughout cimahi), and court shoes. There is also the major parties like the cardinal and the sun.

4. Promotion

Promotion by the company by way of following the events organized by the relevant counters.As for the event which represents a 20-50% discounts on purchases, purchase of gift giving at a certain nominal, and gift certificates. In addition to following the event, promotional activity for the product introduction is by way of newspaper media advertising and brochures.

- The method used

1. SWOT analysis of the marketing strategies that have been implemented.

Qualitative approach SWOT matrix displays eight boxes, two boxes on top are external factors (opportunities and challenges) while the two left boxes are internal factors (strengths and weaknesses). Four other box is a box strategic issues that arise as a result of a meeting point between internal factors and external.

Tabel III.1. SWOT Matrix

EKSTERNAL / INTERNAL	OPPORTUNITY	TREATHS
STRENGTH	Comparative Advantage	Mobilization
WEAKNESS	Divestment/Investment	Strategi Control

Sumber: Hisyam, 1998

From Table 3.1 above it can be seen how the SWOT matrix which can be explained as follows:

1. Cell A: Comparative Advantages

This cell is a meeting of two elements of strength and opportunities that make it possible for an organization to be able to grow more rapidly.

2. Cell B: Mobilization

This cell is an interaction between threat and force. Here to do resource mobilization effort is the organizational strength to soften the threat from the outside, and even then change the threat into an opportunity.

3. Cell C: Divestment or Investment

This cell is the interaction between organizational weaknesses and external opportunities. This situation provides a selection on a hazy situation. Opportunities are available very convincing but can not be used because there is not enough power to work on it. Selection decision is (off opportunities for other organizations utilized) or force it to work on investment opportunities.

4. Cell D: DamageControl

This cell merupaka weakest condition of all cells because it is a meeting between organizational weaknesses with external threats, and therefore wrong decision will bring great disaster for the organization. Strategy that should be taken is Damage Control so that does not become more severe than expected.

2. Implementation of appropriate marketing strategies

Table III.2. The procedures selected implementation strategy

Stage 1	Create a SWOT list set out in the external and internal factors
Stage 2	Give weight to each criterion
Stage 3	• Elaborate each matrix in Stage 2 (Matching Stage).
	• Write down each company's strategy to be implemented
	• Classify the strategies they will then grouped in mutually exclusive unity
Stage 4	• Set Attractiveness Score (AS) in each strategy group selection (in accordance with the above mutually exclusive)
	• Thorough once again for consistency against external and internal factors
	• AS with the limit values set as 1 s / d 4 (not attractive s / d is very interesting), and then sorted
Stage 5	• Total AS count on each alternative strategy (after each expert assign interest scores to each alternative strategy)
	• How to calculate the score by multiplying weight (in order of interest values expert)
Tahap 6	• Calculate SUM of Total AS and write the column chosen strategy
	• Sum total value of AS supreme is an option strategy of choice, and so on

4. Result

- Variable SWOT

Factors that affect the strength and weaknesses of the company and the opportunities and threats that affect is as follows:

Tabel IV.1. TabelVariabel SWOT

	STRENGTH
S-1	Administration system in good company.
S-2	Dedicated employees.
S-3	Stock products are available as well.
S-4	Quality of the product.
S-5	Varied product design.
S-6	Adequate facilities and infrastructure.
S-7	Kemampuamuntukmemproduksipadawaktunya.
S-8	Employees have the knowledge and skills well.
S-9	With good employee relations.
S-10	Promotion following the event or events from the store.
S-11	Product is easy to come by in any department store.
	WEAKNESS
W-1	Organizational structure is very simple, so it has not been able to coordinate the company.
W-2	Lack of promotion of employees in the field.
W-3	Less attention to the company's employees who excel.
W-4	Lack of employee motivation.
W-5	Still the employees who lack discipline.
W-6	Promotion is done not have uniqueness.
W-7	Not until the media promotion of information technology.
	OPPORTUNITY
O-1	Still has many takers.
O-2	Has a counter in some stores departemant.
O-3	A relatively affordable price.
O-4	Having a brand or own brand, so that the product can compete.
	THREATS
T-1	material quality competitors better.
T-2	The same design but different prices.
T-3	The design emulated by competitors.
T-4	Promotion of competition is more varied.
T-5	Information technology made by competitors better.
T-6	Threat of another shoe product

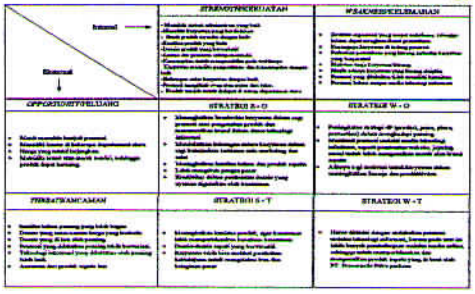
Factors strengths and weaknesses and the opportunities and threats that impact on the present, then further integrate / crossed with strengths and weaknesses on the one hand with the other hand the opportunities and threats to get alternative strategies to identify and analyze the determination of the strategy in the matrix.

- Determination Matrix Strategy

The results of the SWOT matrix is in Table 4.1. SWOT matrix table can be used for matrices which are directly related to the determination of strategies according to the marketing strategies that can be useful for the company. Factors of strength,

weakness, opportunity, threats generate a matrix defining a strategy as in the following table:

Table VI.2. Determination Matrix Strategy



- Determination of Selected Strategies

Of the results followed by a SWOT or specify the the recommended option strategies on the basis of opinion of the company's staff also involves an element of intuition. Weighting is given a value of 0 = no and 1 = yes value, the results obtained from the weight average value of the questionnaire.

Table IV.3. The main factor was chosen strategy

Main Factors	Weight	Rating	Score
External Factors			
Untapped global market	0.3	3	0.9
The development of information technology	1	3	3
People's behavior in shopping	0.5	2	1
Ease of access to sources of financing	0.35	3	1.05
Increase incomes	0.3	1	0.3
Government regulations	0.85	3	2.55
Intensity of competition	0.5	1	0.5
The high level of investment	0.35	1	0.35
Tax rate	0.3	2	0.6
The inflation rate	0.55	1	0.55
Internal Factors			
Image name	0.8	4	3.2
Service	1	3	3
Sales turnover	0.75	2	1.5
Market segmentation	0.8	3	2.4
Business experience	0.8	4	3.2
Financial strength	0.9	4	3.6
Location	0.75	4	3
Provision of facilities	0.8	2	1.6

Assessment Rating

Internal factors: 1 = very weak 2 = weak 3 = strong 4 = very strong

External factors: 1 = weak 2 = average 3 = above average 4 = superior

- Display Shoe Sales Website

Website created by using the Program

- HTML, HTML is not really a programming language because berkumpulan only text that has instructions and the mother of HTML web programming language, which means you must master before moving into HTML web programming language.
- PHP, Php itself serves as processing data that will be inter-connected or related to the database or not.
- Mysql, serves as a database that will collect data in the process of connecting to the web and php.
- CSS, the process of creating dynamic web, to beautify the web must use css and creativity disinillah needed.
- Java Script, also can be used to beautify the look of the website is created.

Types of shoes sold, among others:

- Ballerina flats
- Flat leather sandals
- Flat sandals
- High heels
- Wedges

Here's what the website header or upper part consisting of home bars, profiles, how to purchase, products, shopping cart.



Figure IV.1. Display Website Header

The lower part contains the identity of the manufacturer's website



Figure IV.2. Display Website Footer

Look of the left side of the website contains the kinds of products and search the name of the product, as shown below:



Figure IV.3. Left View Website
View home page



Figure IV.4. Display Home Website

How to purchase shoes with the online system is as follows:

1. Click on the Buy button on a product you wish to order.
2. Products you ordered will fit into Shopping Cart. You can change the amount of the desired product by changing the number in the Amount column, then click the Update button. Meanwhile, to remove a product from the Shopping Cart, click the button located at the time the rightmost column.
3. If you are finished, click the Checkout button, it will show a form for filling in the customer / buyer.
4. Once the data is loaded buyers finished, click the Process button, it will show the data along with items ordered buyer (if needed log ordersnya number). And also there is a total payment and payment account number.
5. If the payment has been done, then the products / goods will be delivered.

5. Analysis and Conclusions

Based on the description above, we may conclude that the company has already layaknyalah own marketing strategy before they run or market their products / services.

Marketing strategy should be made considering the situation and the state of both the state of the company itself or the company's internal micro-environment of the company, as well as external circumstances known to the company or firm macro environment.

6. References

[1] Kotler, Philip., (2008), ***Manajemen Pemasaran, Edisi 13, jilid 1***, Erlangga: Jakarta.

[2] Rangkuti, Freddy., (2000) ***Analisis SWOT: Teknik Membedah Kasus Bisnis***, PT. Gramedia Pustaka Utama, Jakarta

[3] Santoso, Teguh., (2011), ***Marketing Strategic: Meningkatkan Pangsa Pasar dan Daya Saing***, ORYZA: Yogyakarta

[4] Soeryanto, Eddy, S., (2009) ***Entrepreneurship, menjadi Pembisnis Ulung***, PT Elex Media Komputindo, jakarta



ICO-ApICT 2013

http://ico-apict.unikom.ac.id

The rapid development of ICT has enabled the technology to underpin many aspects of life. Various scientific fields tend to use an apply ICT to make the operation more effective and easier. Today, the use of ICT is ranging from engineering, economics, politics, law, literature to art, utilizing it in various forms and requirements.

With ICT, those fields can optimize their work and even get new opportunities in the developing the endeavor to reach beyond current possibilities. This is possible due to the effective and efficient manner of the ICT. With this technology, distance, time, will be no longer a boundary to support further areas of optimized scientific resources.

This seminar is intended to summarize the research idea as well as to promote other forms of real implementation of the use and role of ICT in the field of engineering, economics, politics, law, literature and art.



sponsored by: BNI GINO FERUCI

978-602-14462-0-1