

## Design Of Web-Based Marketing And Ordering Applications At Talang Permai Store

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### Abstract

The development of computers is very rapid and the need for information is increasingly perceived existence in an organization, it is no wonder many agencies use computers to support the operation these agencies. The emergence of the Internet increasingly facilitates the exchange of information between users. One of the internet activities in the business world is media marketing and product sales through a website. The existence of a website makes it easy for customers to access information about the sale of available building materials and ordering of building materials online for customers at Toko Talang Permai. During this time, the sale and purchase transactions are only done manually and all the information generated about building materials is also not always accurate. With the existence of a marketing and ordering website, it is hoped that Talang Permai Stores can provide the best service to its customers and help facilitate shop owners in terms of data processing. So that the resulting data is more accurate and can increase efficiency and effectiveness. The research methodology used is field research and library research. The design of the Talang Permai socialization and buying and selling media website was made using the PHP programming language and MySQL database.

### Keyword :

*website, online sales, Talang Permai*

### Introduction

Currently, with the rapid development of computers and the increasing need for information within organizations, many agencies are using computers to support their operations of these agencies. The use of computers has penetrated various fields and circles. From the student level, students to the world of work, especially with the advent of the internet which makes it easier to exchange information between users.

One of the internet activities in the business world is marketing and selling products through websites. A website is a source of information on the Internet that allows sellers and buyers to interact and make transactions without having to meet in person. The existence of a website makes it easy for customers to access information about the sale of available building materials and order building materials online for customers at Talang Permai Stores. So far, sales transactions are only done manually and not all information generated regarding building materials is always accurate. Therefore, it is expected that Talang Permai Store can provide the best service to its customers on marketing, buying, and selling websites and assist shop owners in facilitating data processing. The resulting data can be more accurate, increasing efficiency and effectiveness. With this background, the author tries to design an information system with the title **"Design of Web-Based Marketing and Ordering Applications at Talang Permai Stores"**.

## **Literatur Review**

### **Information System**

An information system is a system within an organization that brings together the daily transaction processing needs, supports operations, is managerial and strategic activities of an organization and provides certain outside parties with the necessary reports. The information system consists of components that he calls the building blocks (Sutabri, 2012) :

1. Input Block

Input represents data that enters the information system. Input here includes methods and media for capturing data to be entered, which can be in the form of basic documents.

2. Model Block

This block consists of a combination of procedures, logic, and mathematical models that will manipulate the input data and data stored in the database in a certain way to produce the desired output.

### 3. Output Block

The product of the information system is the output which is quality information and useful documentation for all levels of management and all system users.

### 4. Teknologi Block

Technology is a toolbox in information systems. Technology is used to receive input, run models, store and access data, generate and transmit output and help control the overall system.

### 5. Database Block

The database is a collection of data that are interconnected with each other, stored on computer hardware, and used by software to manipulate it.

### 6. Control Block

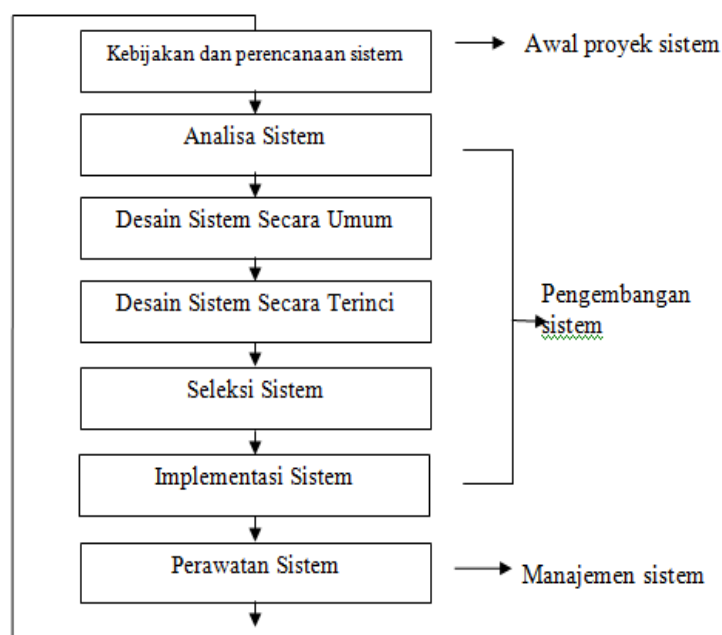
Many things can damage the information system, some controls need to be designed and implemented to ensure that things that can damage the system can be prevented or if errors occur, they can be immediately addressed.

## **Systems Development Life Cycle (SDLC)**

The systems development life cycle is a methodology widely used by many organizations to develop systems, consisting of several analysis and design phases. For the designed system to be valuable and effective, there must be a basis for explaining the system design so that later users can easily understand the newly designed system.

System Development Life Cycle is the process of developing or changing a software system using models and methodologies (A.S & Salahuddin, 2013). The chart form of the System Development Life Cycle (SDLC) and the stages it goes through can be seen in Figure 1:

Figure 1 Systems Development Life Cycle



Sumber : Jogyanto (2008)

### Unified Modelling Language (UML)

Unified Modeling Language (UML) is one of the tools in designing a system, UML is a tool that is widely used today, especially in object-oriented systems. UML is a language that has become the industry standard for visualization in designing and documenting software systems, using UML models can be made for all types of software applications that can run on hardware (Rosa & Salahuddin, 2013). As for the Types of UML Diagrams:

#### 1. Usa Case Diagram

Use case diagrams to describe the expected functionality of a system. Use cases describe an interaction between one or more actors and the information system that will be created (A.S & Salahuddin, 2013).

#### 2. Activity Diagram

Activity diagrams describe the various flows of activity in the system being designed, how each flow begins, the decisions that may occur, and how they end.

### 3. Class Diagram

Class diagrams describe the structure of the system in terms of defining the class that will be created to build the system

### 4. Sequence Diagram

Sequence diagrams describe interactions between objects in and around the system (including users, displays, and so on) in the form of messages depicted against time. Simply put, a sequence diagram is a step-by-step description, including a chronology (sequence) of logical changes that should be made to produce something by the use case diagram (Haviluddin, 2011).

## Website

A Website is a location on the internet that provides a collection of information related to the profile of the site owner. A Website is a page that contains web pages on the internet that function as a medium for delivering information, communication, or transactions (Rulia Puji Hastanti et al, 2015).

## E-commerce

Tata Sutabri (2011) explains that electronic commerce, or electronic commerce (e-commerce) is the distribution, purchase, sale or marketing of goods and services through electronic systems such as the internet or television, www, or other computer networks. E-commerce is part of e-business, where the scope of e-business is wider, not just commerce but also includes collaborating with business partners, customer service, job vacancies, and so on. With the existence of services in the form of e-commerce that can be quickly enjoyed by customers and the company itself, all services desired by customers can be followed up as quickly as possible, so that the company will be able to provide the best and fastest service for customers (Irmawati, 2011).

## Methods

### 1. Field Research

Through research and direct observation of this issue, as well as through the collection of existing data and other information needed to create this website, this is done by:

- a. Observation, namely data collection to obtain primary data using direct observation and systematic recording which aims to obtain objective data.
- b. Direct interview (interview), is a method of gathering the necessary information by conducting direct question and answer sessions with those involved to obtain the required information.
- c. Make a list of questions (questionnaire), which is to compile several questions that will be asked of respondents

### 2. Library Research

That is by using research sources that have existed before and are believed to be relevant to the topic of this paper.

### 3. Laboratory Research

Processing data that has been collected during research and creating a website, conducting trials which will later be used to solve problems. The tools for conducting this research are using the hardware and software used are as follows:

#### a. Hardware

- 1) *Laptop Acer* dengan spesifikasi *Processor Intel i3 ~2.30GHz*.
- 2) *Hardisk 500 GB*
- 3) *Flashdisk Toshiba 16 GB*
- 4) *Mouse, ballpoint, dan Kertas*
- 5) *Printer EPSON L200*

#### b. Software

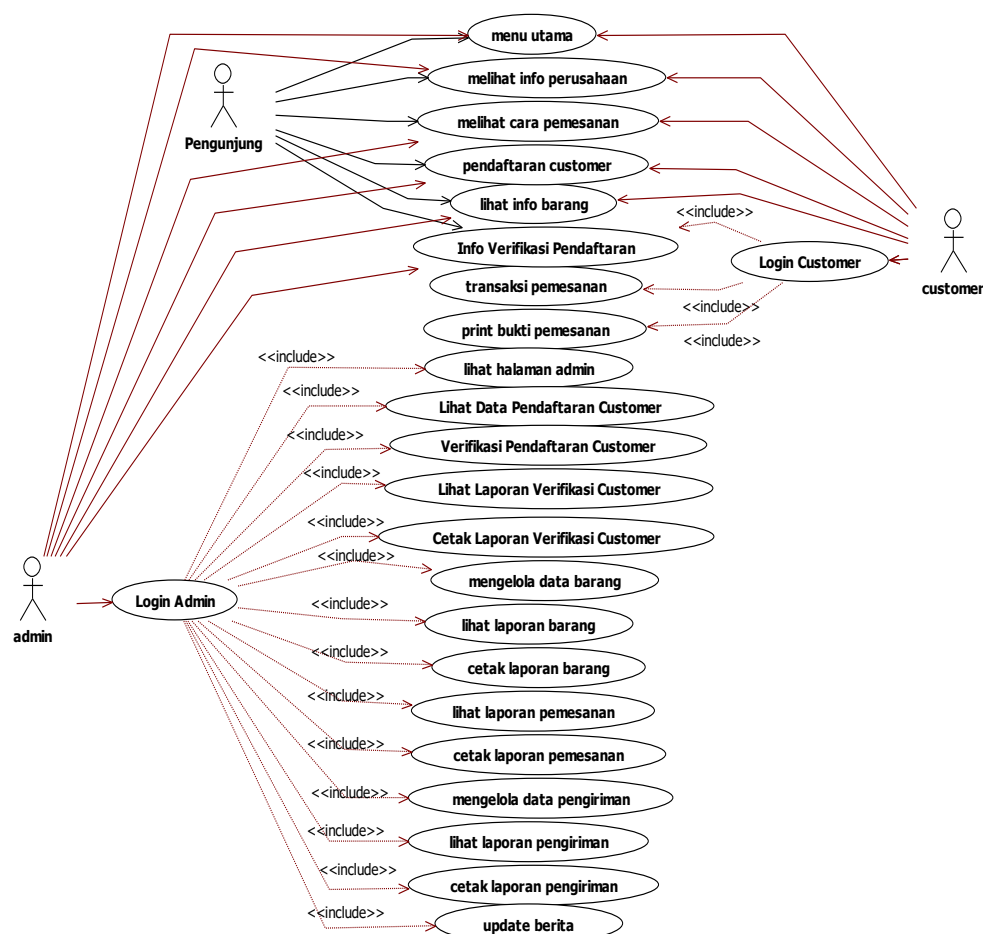
- 1) *Sistem Operasi Windows 7*

- 2) Aplikasi Microsoft Office
- 3) Aplikasi Xampp 3.2.2 dan aplikasi *Browser* Mozilla firefox 30
- 4) Bahasa Pemrograman PHP dan *Database* MySQL
- 5) Aplikasi Microsoft Visio
- 6) Aplikasi Star UML
- 7) Aplikasi Notepad ++
- 8) Serta software pendukung lainnya.

## Result

Use case diagrams on the marketing system and online building material product transactions can be seen in Figure 2 below:

**Figure 2. Use Case Diagram of Building Material Product Marketing and Transaction System**





### Main page view

The main page display displays the shape of the main website page when the user accesses the web page. On this main page, menus and sub-menus are displayed that can be accessed by all users, including the login menu for customers and admins, menus for registering as customers, menus for product lists, and sub-menus related to products sold. To be able to access the page, the user must type the URL address of the Talang Permai Store in the browser they are using, if the Talang Permai Store web address is found it will go directly to the main page. The main page display for all users can be seen in Figure 3:

Figure 3. Main Page View



### Admin Page Layout

The admin page layout displays the admin page view after the admin successfully logs into the system. This view contains menus and sub-menus that can be accessed by admins such as product input menus, transaction menus, and report menus. To be able to access this page the admin must login first by clicking the admin log in menu, after that the admin enters the username and password



and clicks the login button, if the username and password match then the system will go directly to the admin page as shown in Figure 4:

Figure 4. Admin Page Layout



### Customer Page Layout

The customer page layout displays the customer page display after the customer successfully logs into the system, this display contains menus and sub-menus that can be accessed by customers such as product list menus, product ordering menus and customen menus. To be able to access this page the customer must first login by clicking the customer log in menu, after that the customer enters the username and password and clicks the login button, if the username, and password match then the system will go directly to the customer page, if the username and password do not match then The system will send a message to the customer that the username and password are incorrect. The form of the customer page display can be seen in Figure 5:

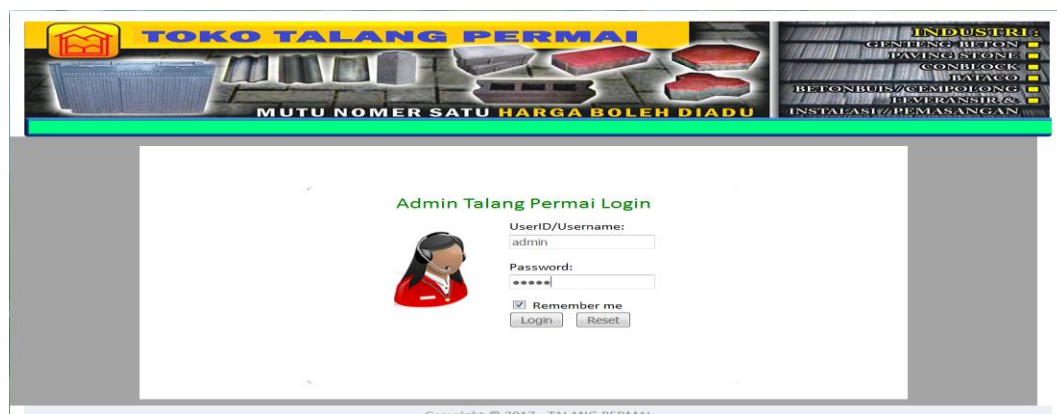
Figure 5 Customer Page Layout



### Admin Login Form

The admin login form serves to login for admins so that they can display the admin page. To display the login form, the admin must select the admin log in menu, after that the system will display the admin login form as shown in Figure 6:

Figure 6 Admin Login Form



### Product Order Form

An order form is a form that functions as a medium for entering orders for products or goods sold at Talang Permai Stores, to display this form, the customer must select the product list menu on the customer page, and after that the products to be sold will appear, then click the get now button and fill in the order data, if it is finished click the save button and the system will save the ordering process to the database, if there is incomplete data then the system will display a message that the order failed to be saved. The display of the product order form can be seen in Figure 7:

Figure 7. Product Order Form

### Product Category Data Input Form

The product category data input form is a form that functions as a medium for entering product category data by the Talang Permai Store admin, to display this form, the admin must select the product category menu on the admin page, then select the add product category menu and the system will display the add category form product, in the add product category form the admin enters product category data, when it is finished click the save button and the system will save the product category data to the database, if there is incomplete data then the system will display a message that the product category data failed to be saved. The display of the product category input form can be seen in Figure 8:

Figure 8. Product Category Data Input Form

### Product Order Form

The order form is a form that functions as a medium for entering orders for products or goods sold at Talang Permai Stores, to display this form, the customer must select the product list menu on the customer page, after that the products to

be sold will appear, then click the get now button and fill in the order data, if it is finished click the save button and the system will save the ordering process to the database, if there is incomplete data then the system will display a message that the order failed to be saved. The display of the product order form can be seen in Figure 9:

Figure 9. Product Order Form

### Product Data Input Form

The product data input form is a form that functions as a medium for entering product data by the Talang Permai Store admin, to display this form, the admin must select the product menu on the admin page, then select the add product menu and the system will display the add product form, on the add form product admin enters product data, if it is finished click the save button and the system will save product data to the database, if there is incomplete data then the system will display a message that product data failed to be saved. The display of the product input form can be seen in Figure 10:

Figure 10. Product Data Input Form

**TOKO TALANG PERMAI**

MUTU NOMER SATU HARGA BOLEH DIADU

INDUSTRI:

- GENTENG BETON
- PAVING STONE
- CONBLOCK
- BATACO
- BETONBUIS/CEMPOLONG
- BEVERANSIR &
- INSTALASI / PEMASANGAN

Pengaturan Customer Kategori Produk Pengiriman Berita Laporan View Keluar

**ENTRY DATA PRODUK**  
**TOKO TALANG PERMAI**

Kode Produk: P0000007

Pilih Kategori: Semen

Nama Produk: Semen Padang

Ket Produk: Semen Padang Tipe 2

Satuan: Zak

Stok: 20

Harga: 65000

Gambar Produk: Browse... 77e5929c8054579b34ab3794cfa6bea8.jpg

SAVE CANCEL

### Product Delivery Data Input Form

The product delivery data input form is a form that functions as a medium for entering product delivery data by the Talang Permai Store admin, to display this form, the admin must select the product delivery menu on the admin page, then select the product delivery input menu and the system will display the delivery input form product, on the product delivery input form the admin enters the product delivery data, if it is finished click the save button and the system will save the product delivery data to the database, if there is incomplete data then the system will display a message that the product delivery data failed to be saved. The display of the product delivery input form can be seen in Figure 11:



Figure 11. Product Delivery Data Input Form

**TOKO TALANG PERMAI**

MUTU NOMER SATU HARGA BOLEH DIADU

INDUSTRI: GENTENG BETON, PAVING STONE, CONBLOCK, BATACO, BETONBUIB/CEMPOLONG, TEVERANSIR, INSTALASI/PEMASANGAN

Pengaturan Customer Kategori Produk Pengiriman Berita Laporan View Keluar

No Faktur  Search

No Bukti : F000000007  
Tanggal Pesan : 31 May 2017  
Id Cust : C000000012

No.	Kode Produk	Nama Produk	Keterangan	Harga/Satuan	Jumlah Pesan	Total Biaya
1	P0000006	Semen Padang	Semen Padang Tipe 2	65000	20	1300000

Tanggal Pengiriman: 2017-05-30

Keterangan: - Barang sudah dikirim kealamat saudara

SIMPAN CANCEL

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### Product Data Report Form

The product data report form contains product data that has been inputted by the admin into the system. To display the product data report form, the admin must click the report menu on the admin page, then select the product data report submenu and the system will display the product data report form. To print a product data report, click the print product data report button. The display form of the product data report can be seen in Figure 12:

Figure 12. Product Data Report Form

**LAPORAN DATA PRODUK**  
**TOKO TALANG PERMAI**

No.	Kode Produk	Kategori Produk	Nama Produk	Ket. Produk	Satuan	Jumlah Stok	Harga
1	P0000001	Meja Makan	Lux Lunch	-	Unit	100	200000
2	P0000002	Aksesoris Kamar Mandi	westafel	-	Unit	100	100000
3	P0000003	Kamar Set	Olympic	-	Unit	99	5000000
4	P0000004	Keramik	KERAMIK KANTAI PLATINUM 20 x 20	Cocok untuk lantai ruang dapur dan kamar mandi	Unit	100	50000
5	P0000005	Besi	Besi Beton	Cocok untuk bangunan tinggi atau gedung bertingkat	Pcs	100	125000
6	P0000006	Semen	Semen Padang	Semen Padang Tipe 2	Zak	100	65000

Jambi, 31-May-2017  
Pimpinan  
Ramly

## Conclusion

From the research and discussion that the author has done, it can be concluded several things as follows:

1. With the web-based building materials ordering system that uses the PHP programming language and MySQL database, it can assist in the process of promoting building material sales data at the Talang Permai Store
2. The website that is designed can increase product sales at Talang Permai Stores so that it can increase profits for shop owners.
3. This website is designed as attractive as possible and user-friendly to make it easier for users to access existing content.
4. Implementing a MySQL database, it can increase sales of building materials at Talang Permai Stores and make it easier for consumers to place orders for building materials anywhere and anytime.

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