

DESIGN OF E-COMMERCE INFORMATION SYSTEM (ONLINE) FOR INCREASING SALES

by Cek Similirity

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DESIGN OF E-COMMERCE INFORMATION SYSTEM (ONLINE) FOR INCREASING SALES

Deval Gusrion¹, Silky Safira², Silfia Andini*³

^{1,2,3} Universitas Putra Indonesia YPTK Padang, Indonesia

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*Correspondence should be addressed to silfiaandini@upiyptk.ac.id

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Abstract

The Delima shop is a shop that sells various clothing materials that are needed by the community, the goods sold in the shop are of high quality at a price that is suitable for the community, but the shop is still not developed with today's technological sophistication and has not yet been marketed. on social media technology, therefore the author helps the Delima Shop to create applications for remote sales and also store promotions. With that it makes it easier for people to buy something at the Delima shop by not going to the store, only by using the application provided by the author to Pomegranate shop owners, and also make it easier for Delima shop owners to make payments and vice versa.

Keywords: E-Commerce, Information System, Sales

1. INTRODUCTION

Advances in technology are now increasingly rapidly spurring us to be directly involved in its use. The computer itself is a technology created in such a way that aims to facilitate human work in obtaining detailed information. One of the technological advances is the field of information technology and data processing. At this time the use of information technology and data processing is widely used in various fields of work, such as education (Purba, Tamba, & Saragih, 2018; Siregar & Sugara, 2018), hospitals, schools (Siregar, 2018), sales (Siregar, 2017), village management (Sihombing, 2018) and others. The pomegranate shop is a shop that sells a variety of clothes from children's clothes to adult clothes, not only selling clothes, there are various other types, such as hijabs, sandals, children's toys, bags, umbrellas, and so on. the marketing is not

well known by many people so that many people around do not know if the shop sells clothes and other goods that are of very high quality and the price is standard for the local community, with E-COMMERCE-based marketing using the PHP MYSQL WEB method this can increase knowledge of information for the public to visit the store only by using the application and do not also need to go far to come to the store. And this store still uses a conventional sales system, where buying and selling transactions are carried out by directly coming to the store. The owner of the Pomegranate Shop felt that this sales system had several drawbacks.

2. METHOD

The research method is a scientific method used to solve a problem based on the scientific method and is theoretical. Research is a systematic investigation that

is used to increase knowledge of the problems that are happening, it can be concluded that research methodology is a scientific method or procedure used by researchers to solve a problem with the aim of obtaining clear, structured and scientifically accountable results. The research framework is the concept or stages that will be carried out in the research. So that the steps taken by the author in this design do not differ from the subject of the discussion and are easier to understand, the sequence of research steps will be made systematically so that they can be used as clear and easy guidelines for solving existing problems.

3. RESULT

System implementation is the stage of putting the newly developed system so that later the system is ready to be operated as expected. Implementation is also the application of elements that have been designed in the form of programming to produce a goal that is made based on the needs of hardware, software and brainware.

The implementation of the promotion media information system and the sale of clothing materials at the Delima store, the form of the program display will be explained in the following sub-chapters:

System Test

Testing of the system is carried out to determine the extent to which the system that has been designed can overcome the problem, as well as to determine the relationship between system components.

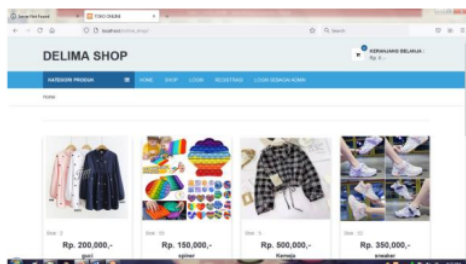


Figure 1. Home Display

The main menu is the initial display of the Delima Shop online shop application. On the main page there are several menus including Product categories, Home, Shop, Login, Registration, Login as admin.

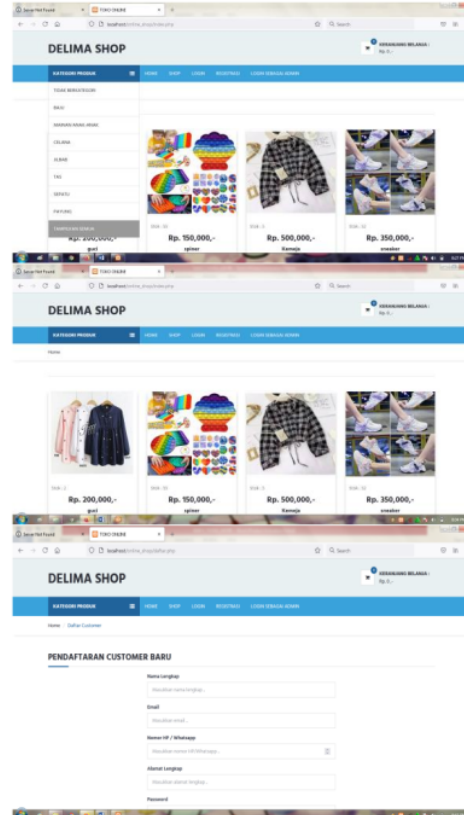


Figure 3. Application Display

On this page it looks almost the same which contains pictures of goods sold at the Pomegranate store. The member list page must fill in complete data so that buyers can be registered and have a username and password to login. On this shopping cart page, it contains orders that are selected to be purchased by the buyer at the online shop in this pomegranate shop application, before the buyer makes an order transaction / check out, the buyer must first enter the order into the basket.

Admin Panel

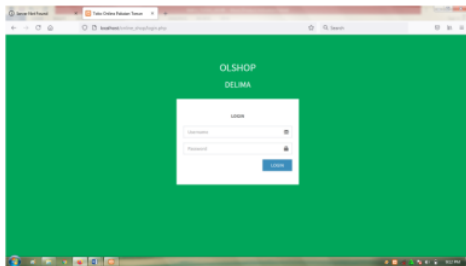


Figure 3. Admin Panel

On this page there are several menus that contain such as Category Data, Product Data, Customer Data, Transactions / Orders, Sales Reports, Admin Data, Change Password, and Logout. As shown below:

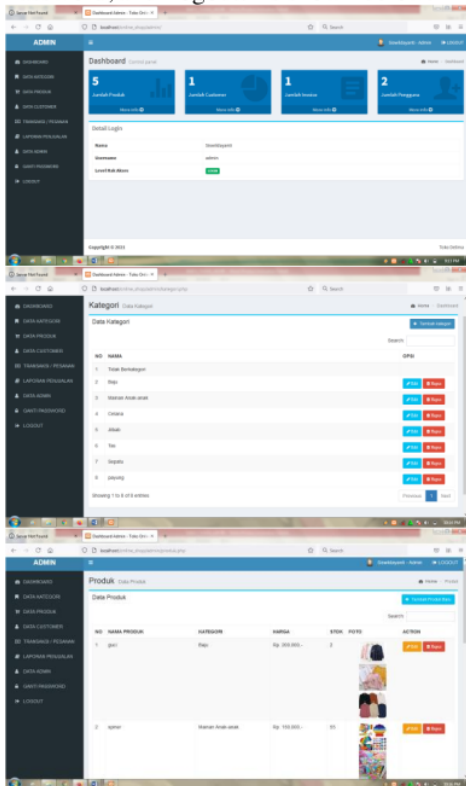


Figure 4. Admin Console

On this category data page there are No, Category name, options, and Add Category. On this page the admin can add more categories. On the product data page there is a menu of product names, categories, prices, stock items, photos of goods, and actions. If on the customer data page there

is the customer's name, email, cellphone number, address. In the transaction/payment menu, there is an invoice number, date, customer, total payment, status, status update, and there is also an invoice print on this page. On this admin data page there is the name of the shop owner or admin of the pomegranate shop which contains the name, username, admin photo, and options.

4. Conclusion

With the implementation of online sales and media information systems at the Pomegranate store, it can make it easier to process data on selling and buying clothing materials at the store. With the Sales Information System and Promotional Media at the Pomegranate Shop, it can make it easier for customers to place orders and purchase goods online without having to come to the store. Furthermore, in the application of a new information system so that sales data processing can provide information as expected, it is better to create an orderly work system in each section of the sales and promotion section of the Pomegranate Shop. And also so that the data on the store can be stored and not lost.

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