

Making Online Shop Based on Web as a Business Opportunity

E S Soegoto^{1*} and A Pratama²

¹Departemen Manajemen, Universitas Komputer Indonesia, Indonesia

²Departemen Teknik dan Ilmu Komputer, Universitas Komputer Indonesia, Indonesia

*eddysoeryantos@email.unikom.ac.id

Abstract. The purpose of the study were to develop the existence of digital applications such as online stores to offer many new opportunities, especially the opportunity to expand market share area with cheaper operating costs and easier business transactions that can be done anywhere. In making these systems, the steps to be taken include research design, types and methods of data collection, methods of approach, and system development. The result of the research was targeted to support and greatly expand the shop's marketing area in growing global market competition. The creation of "Camilan Khas Bandung" online store has main target of supporting and greatly expand the marketing area in growing the competitiveness of global markets. Reintroducing traditional snacks of Bandung that has been laid by many people with fast food, also want to sell it with a navigation feature that allows users to search the snacks on the website that has been built.

1. Introduction

The Internet changes the transactional paradigm in which business-to-business marketers operate. Business to business marketers is someone who takes advantages of the operational efficiency and effectiveness that arise from utilizing the Internet in transactions outperforms companies using traditional transactional processes [1]. A sale is the company's main activity in generating revenue, both for large companies and small companies. Sales is the ultimate goal of marketing activity, because in this section there are pricing, negotiation and acceptance agreements, as well as agreement on payment methods agreed upon by both parties, to reach the point of satisfaction. [2] One way to sell is to use web-based [3]. This web-sale can increase profits. [4]

Running an online store business can build personalized relationships with customers so that getting closer, communicative and service becomes more interconnect [5]. The online store business that is from a business model that offers a multitude of different goods and services digitally with global reach is not just limited to the same area with other words that are infinite or very broad. It can even participate in the growth of small-scale business medium funds national [6]. The presence of positive and significant impact implications for greatly improving economic welfare also greatly increases the rate of economic growth. Having a significant competitiveness is one element of the online store business, because it is easy to adjust to the target market conditions. Online business stores are also easy to establish cooperative relationships between business partners in procuring and distributing services and goods directly without intermediaries. This fact will obviously lower operating costs and increase business margins [7]. Such a time should be utilized every level of society in including offering services and goods through business ownership of online business store. Just by giving a photo of the merchandise



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to describe the details of the goods or services, then easily the customer can recognize or understand the product to be sold or offered. That is one of the business utilization in the digital era. Electronic commerce applications such as online store business are the most common business models. Online store creation has no effect on consumer purchase decisions, which have transactional support that can attract the attention of traditional customers with various conveniences such as maintaining customer loyalty [8].

Although online stores have become business channels in developed countries such as America and other European countries, however, for a developing country it is still at the innovating stage and is a very promising business prospect [9]. The existence of online store business can provide assurance to customers in an interactive and intensive manner, so as to increase the customer, in this case, the values of satisfaction. It is true that the online store business has a very high level of competence, even some research done, and it is true. The existence of online store business can provide assurance to customers in an interactive and intensive manner, so as to increase the customer, in this case, the values of satisfaction. It is true that the online store business has a very high level of competence, even some research done, and it is true. The smoothness and ease of mechanical transactions in the online store business can provide an opportunity to grow global market goals [10]. From the reference above, there are a lot of advantages on building web-based store. The purpose of the study were to develop the existence of digital applications such as online stores to offer many new opportunities, especially the opportunity to expand market share area with cheaper operating costs and easier business transactions that can be done anywhere

2. Method

In the making of this system, the steps to be taken include research design, types and methods of data collection, methods of approach, and system development. This system is built in the hope of becoming an integrated web-based information system in order to facilitate the typical snack seller Bandung in making sales, and buyers in the affairs of purchase. The research design used is descriptive method that is the method used to find the elements, the characteristics, the characteristics of a phenomenon in this research is how to collect primary data by using Interview. Interviews conducted are aimed at finding out all matters relating to the implementation of inactive dynamic archives transfer. Interviews were conducted on three informants with snowball technique in which informant A gave recommendation for informant B to be an informant and so on.

The method used to collect secondary data is by documentation method by collecting data and information required from sources mostly from mater similar documents related to the problem under study. On the building of a business online store "Cemilan Khas Bandung" using structured system approach method through a structured approach. Complex problems in the organization can be solved and the results of the system will be easy to develop and flexible, have good documentation, timely, appropriate with budget development costs and increase productivity and quality. Then this research also used modelling tools to analyze the form of Flowmap, Context Diagram, and Data Flow Diagram. While the development of software with waterfall method. Because this method serves as a mechanism for identifying software requirements it can also provide an image for an analyst system to present a complete picture.

3. Results and Discussion

Here are some stages performed in the system development mechanism with waterfall method are as follows:

3.1 Software requirements analysis

In this step is an analysis of system requirements. Data collection in this stage can be done through interviews or documentation. On this stage all the data will be identified so as to create a library information system desired by the user. This stage will generate user requirement documents or related

data in system creation. This document will be the reference system analysis to translate into the programming language.

3.2 System design

The design process will translate the requirement of a predictable software design before coding. This process focuses on: data structure, software architecture, interface representation, and procedural (algorithm) details. This stage will produce a document called software requirement. This document will be used by programmer to perform the activity of making the system.

3.3 Coding & Testing

Coding is a translation of design in a language that the computer can recognize. It can be performed by the programmer who will translate the transaction requested by the user. This stage is important for computer usage because it will be maximized in this stage. After the coding is complete it will be testing the system that has been made earlier. The purpose of testing is to find errors on the system and then be corrected.

3.4 The implementation of the program

This stage is a final in stage on making a system. After the program finished, the system can be implemented on the research.

3.5 Maintenance

The software is bound to change. The changes happen because the program is error. It happens usually because the software has to adapt to a new environment (peripheral or new operating system), or because the customer needs a functional development. The tools used in maintenance are as follows:

1. Production Tool
 - a. Flow Map Serves to describe the relationship between part (process performer), process (manual / computer-based) with data flow (in the form of output document or input form)
 - b. DFD (Data Flow Diagram) Serves as a modeling tool that is used to describe the system as a network of functional processes connected between data one another (with each other) with data flow, either manually or computerized.
2. Development Aids
 - a. Microsoft Visio is used to create diagrams, flowcharts, and data flow diagrams.
 - b. Adobe Dreamweaver is used as a text editor to read, save, edit or build web pages in computer language.
 - c. Xampp is used to create local network, as well as a language translator written with PHP.
 - d. PHP is used as a programming language for website creation.

Building online store of "Camilan Khas Bandung" includes two types of needs, namely the needs of functions and non-functional needs. Description of functionality consisting of customer needs, system administrators, and business transaction such as product purchases. The customer needs module has a detail page of food, order management, ease of searching for food and forms that work for online transaction processing. The administrator system module includes the addition of food data, changes in food data, deletion of food data, and the appearance of food data details. While the purchase module there is a purchase form that contains, date of purchase, customer name, order name, order quantity, destination address, and total price.

While the nonfunctional needs consist of website, Internet infrastructure, domain name registration, software procurement and hardware procurement. This nonfunctional requirement is important because it has a contribution or a role that can build the online store to runs its activity well. The modeling of this unique online snack store system begins with showing a flowmap that will explain the procedures in the system. Customers can search the snack quickly and precisely. after that customers can buy a

snack in accordance the order and then get notification. Then the customer can transfer certain amount of money that has been determined or in accordance with the information in the notice.

4. Conclusion

From the results of research, the creation of “Camilan Khas Bandung” online store has main target of supporting and greatly expand the marketing area in growing the competitiveness of global markets. Reintroducing traditional snacks of Bandung that has been laid by many people with fast food, also want to sell it with a navigation feature that allows users to search the snacks on the website that has been built.

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