E-COMMERCE IMPLEMENTATION IN CAKE STORE MBA WATI IN SUKARAJA 2 GEDONGTATAAN

Nova Puspitasari
¹Depaetement of Information System, STMIK Pringsewu
¹Street Wisma Rini No 09 Pringsewu, Lampung, Indonesia

*Corresponding author
Email :¹
puspitasarinova12@gmail.com

Abstract

KueMbaWati is a small business that is engaged in selling cakes at this time. The sales system in the Cake Shop MbaWati in sales and purchases is still manual or the customer comes directly to the location. Meanwhile, in promoting its products to customers, KueMbaWati still uses brochures. Such a promotion system is felt to be less than optimal, due to the lack of information provided regarding the product details offered. The development of E-Commerce Applications in the MbaWati Cake Shop is a step to increase sales and facilitate product promotion, so that it can provide benefits for business owners. With this E-Commerce application, customers can order products online. E-Commerce at the MbaWati Cake Shop designed using modeling with the SDLC method (Systems Development Life Cycle) is expected to increase sales and facilitate the making of its implementation.

Keywords: E-Commerce, MbaWati Cake Sho

1.0 INTRODUCTION

The application and utilization of technology and information in the field of business sales are still many customers who make purchases manually. E-commerce is a business activity in an online way that aims to occur between business organizations and consumers, including the use of the internet and the World Wide Web for the sale of products and services to consumers (Doolin, et al., 2005). E-commerce users have experienced an increase in Indonesia (DailySocial and Veritrans, 2012), [1] and with online transaction activities are needed to facilitate purchasing transactions anytime and anywhere through E-commerce. [2] seen in modern times there are many who know E-Commerce in 2016 133.5 to U $$ 16.5 billion or around Rp.219 trillion in 2022 from position 2016. This growth is supported by the rapid progress technology that provides convenience for consumers to shop[2].

Based on the research conducted by Wulandari (2015) concluded that with web-based sales applications can help in offering products, expanding products, displaying goods information with complete pictures, prices, view details, and product descriptions to be ordered, and can view transaction reports sales[3]. In addition, other research conducted by Sandy Kosasi (2015) includes front-end and content management systems and specifically eliminates intermediaries, reduces the cost of making, sending and storing information more easily[4].

From several previous studies, the authors conclude that the research conducted aims to make it easier for customers to buy products online and those who provide bread product

delivery facilities directly to consumers, the researchers themselves will further develop existing problems with the implementation of E-commerce.

Cake sales at the Wati MBA store in Sukaraja 2 Gedongtataan which offers a variety of cake products such as toothpaste, pineapple, laughing cake, snow princess, untir-untir, tarts etc. the sales system is still using the word of mouth or still based on manual, so in terms of promotion, not all consumers know the cake shop. Based on the above problems, it is proposed a "Implementation of E-Commerce in MbaWati Pastry Shop in Sukaraja 2 Gedongtataan" to improve marketing, sales and ordering services.

2.0 THEORETICAL

According to Jony Wong in Siti Masitoh, (2010: 4) E-commerce is the purchase, sale and marketing of goods and services through an electronic system. Such as radio, television, and computer or internet networks[5]. E-Commerce is defined as the process of buying and selling products, services, and information that is carried out electronically by utilizing the Hildamizanthi computer network in Siti Masitoh, (2011: 4)[6].

Based on its characteristics, E-commerce is divided into:

1. Business two Business (B2B).
   Characteristics:
   a. Trading partners who already know each other and between them have established a relationship that lasted long enough.
   b. Data exchange is done repeatedly and periodically with a mutually agreed data format.
   c. One need not to wait for their other colleagues to send data.
   d. Model which is commonly used is peer to peer, where processing intelligence can be distributed in both businesses.

2. Business two Customer (B2C).
   Characteristics:
   a. Open to the public, where information is disseminated in general as well.
   b. Service used by many people.
   c. A client-server approach is often done. [7]

3.0 METHODOLOGY

3.1. Data processing method
Problem solving methods used in this study are:
1. Observation
   This method is used by plunging directly and observing so that it can find information for research.
2. Interview
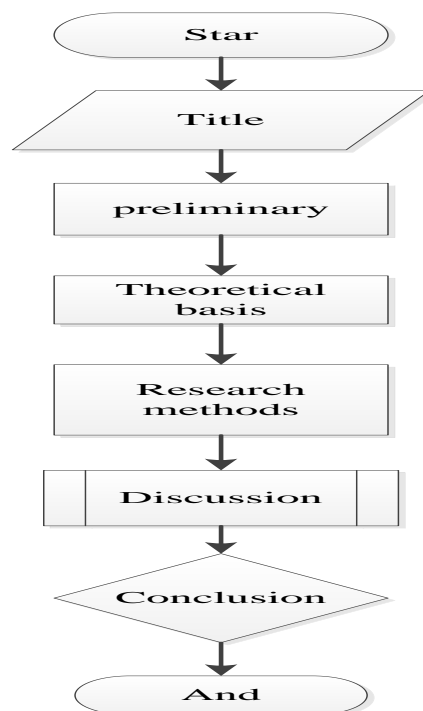   The interview method was carried out by asking the shop owner to get information.
3. Library
   Literature study method is carried out to obtain knowledge and materials needed for research by finding relevant references. [12]

3.2. SDLC development method

Systems Development Life Cycle is a system development life cycle. In system engineering and software engineering, SDLC is a process of making and changing systems and models and methodologies used to develop these systems. In software engineering, the SDLC concept underlies various types of software development methodologies. This methodology forms a framework for planning and controlling the manufacture of information systems. Software development processes.SDLC Development is a process used by system analysts to develop information systems, including requirements, validation, training, and ownership (stakeholder) users.

3.3. Research Thinking Framework

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Information:
1. Star
   to start a study
2. Title
   determine objects and problems that will be examined
3. Introduction
   make the background of the problem formulation to find the problem faced, the purpose of the research is to do and use the research.
4. The foundation of the theory
   make a theory related to research.
5. Method
   data collection performs data collection methods, information system development methods and makes flowchat
6. Discussion
   discuss the system used in research.
7. End
   End of a study

4.0 RESULANTS AND DISCUSSION

4.1. Context Diagram

In this Context diagram the Sales Web Program performs processing regarding customer data and order data, as well as seller data and sales report data
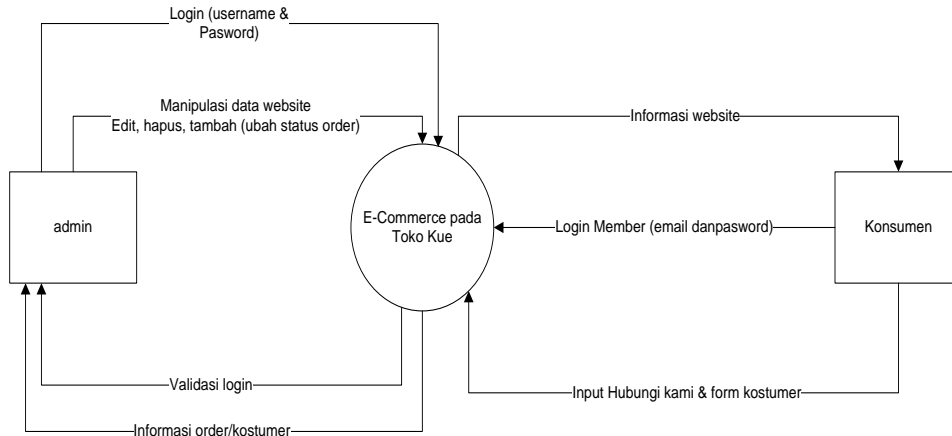

Figure 1. Context Diagram

4.2 Flowchart Design

Flowcharts are used to simplify a series of processes or procedures to facilitate the user's understanding of the information that can be seen in the following figure:
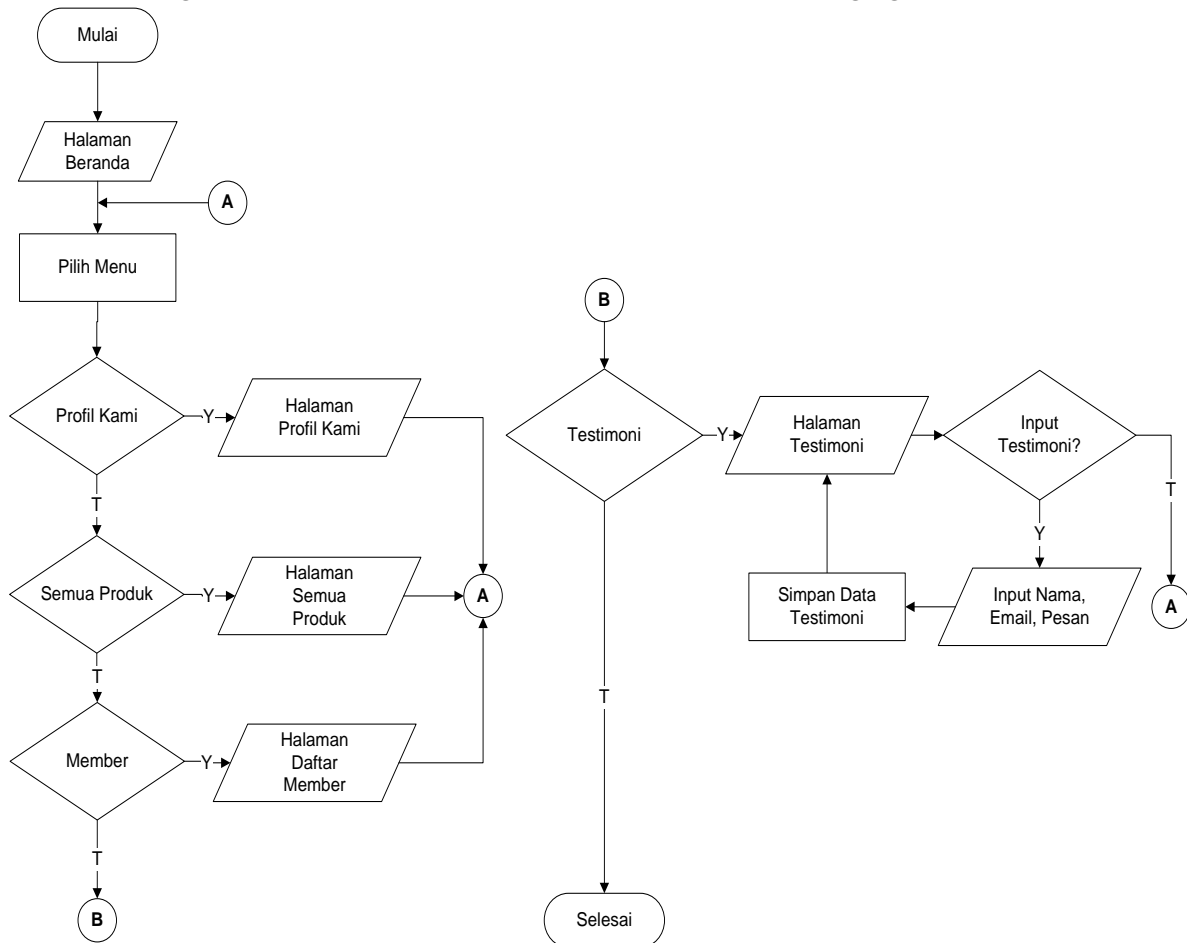

Figure 2 Website Page Flowchart Design

4.2. Web Design

4.2.1. Login Page View

Admin login input design is used to enter the administrator page if you want to add data manipulation or website updates. The input design of the administrator login is as follows:
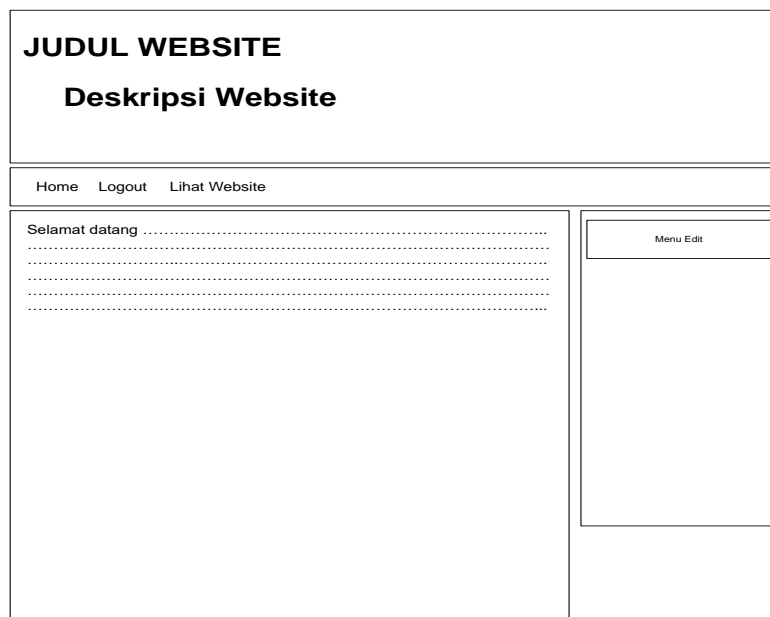
Username :

Password :

login

Figure 3. Login page

4.2.2. Admin page

The Admin page displays the login process to the admin. The Admin page display is as follows:

JUDUL WEBSITE

Deskripsi Website

Home   Logout   Lihat Website

Selamat datang ……………………………………………………………………
………………………………………………………………………………………………
………………………………………………………………………………………………
………………………………………………………………………………………………
………………………………………………………………………………………………

Menu Edit

Figure 4. Admin page

4.2.3 Design of Website Main Page

When visitors open a website, visitors will be presented with some information contained on the main page of the website. The design of the main page on this website is as follows:
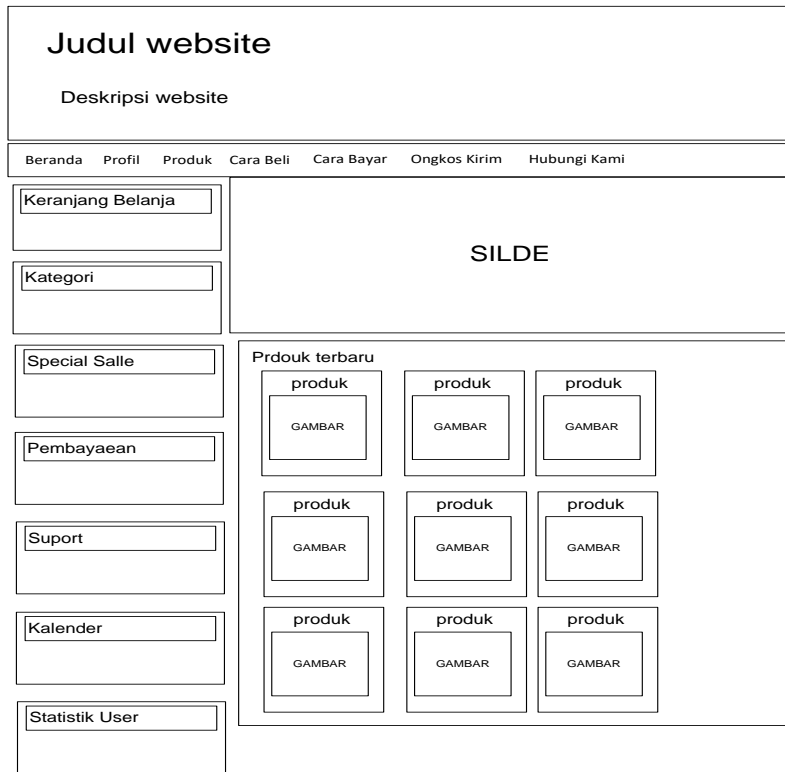
Figure 5 Design of Website Main Page

4.2.4. Home Page Display

The home page view is a main view which is a representation of all pages and has links to all of those pages. The implementation of the home page display is:
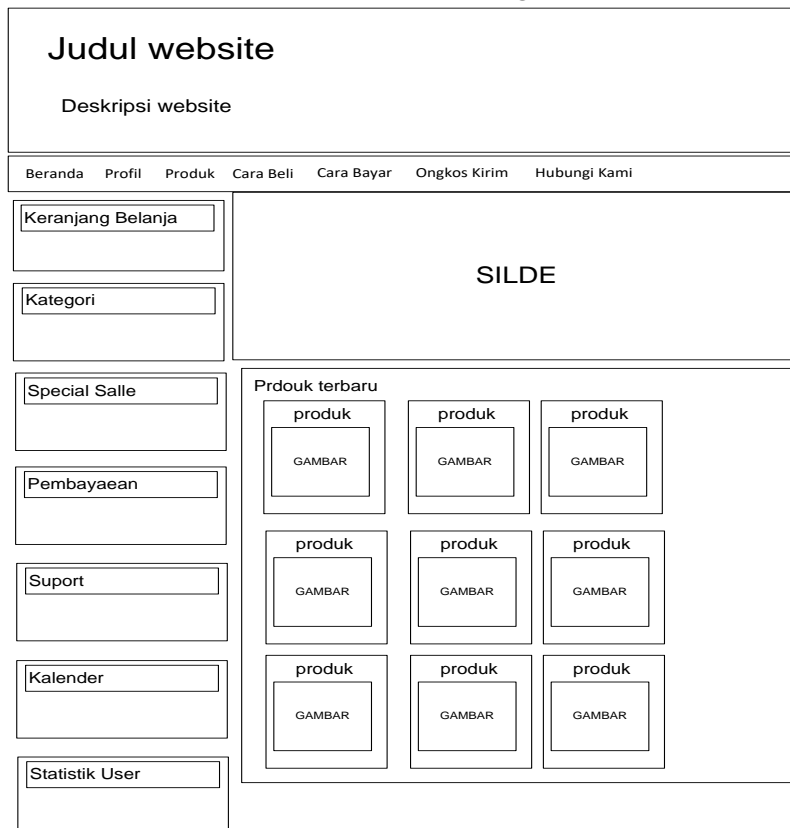
Figure 6. Home page

4.2.5 Display Admin Login Page

To enter the home page, the admin user must enter the username and password that is owned and click the login button to enter the web system of KueMbaWati. The following is the admin login page as shown in the picture below:

Figure 7 Display Admin Login Page

4.2.6 Admin Page Display

The admin page display is a page that is used to manipulate website data.

Figure 8 Admin Page Display

4.2.7 Display of Website Main Page

Figure 9 Website Main Page Display

4.2.8 Home Page Display

To open this page by clicking the home menu so that the information in the home menu will appear, as for the appearance of the home menu are as follows:

Figure 10 Home Page Display

4.3 Analysis of Research Results

Of all the research and implementation results that have been carried out by the author, analysis of the results of the study in accordance with the expected results. From the results of the research can be explained as follows:

1. The existence of a website system that is meant by this program can process the internet access to enter the page of the application website that can beacces.
2. With this web, it can make it easier for people to access information
3. The login menu of this program performs the login process to enter the main page according to admin access rights.
4. The database program displays the input results that are entered into data that will later be processed or placed in the data collection.

4.3 System test results

Conduct an application implementation analysis by giving a questionnaire containing several questions given to 30 people about the website that was created. Of the 30 people who filled out the questionnaire and tested the website that had been made, there were 208 votes, of people answered "Yes" and were satisfied with the website that had been created. While 91 votes again answered "No" and were not satisfied with the website of tookkuembawati.

5.0 CONCLUSION

5.1. Conclusion

1. The sales system used by KueMbaWati is currently still using a conventional / offline system where the buyer to get the desired item must come directly to the MbaWati Cake Shop to find the desired item if the desired item matches what the customer wants, customers can pay it directly at the cashier. This sorting system is felt to be less effective and efficient because it requires a lot of time and money for the customer to process the transaction and the customer will feel less spoiled.
2. Implementation of E-Commerce by using software in the MbaWati Cake Shop will be able to help reduce the costs incurred and can deliver detailed information about the product and special prices given to consumers online and facilitate the transaction process without having to come to the MbaWati Cake Shop directly so that it can compete with similar stores and get maximum results.
3. Constraints faced in implementing E-Commerce is the lack of human resources who understand in the field of using E-Commerce so that it cannot be used optimally, and there are still many buyers who still lack confidence in the level of security of online shopping and it is difficult to change habits to transact on line.

5.2. Suggestion

1. There needs to be professionals who are experts in the use of a new system so that the new system can work well and can be used optimally.
2. onduct periodic system evaluations to increase system requirements such as the addition of the number of products to come, the addition of new products to be marketed, changes in the price of goods and additional discounts.
3. The addition of interface design innovations in the new system so that it can attract more customers.
4. It is necessary to increase the use of shipping services and bank transfer payment features so that it can cover a wider area and customers have more choices.
5. Security in the shopping transaction process has not been maximized, so improvements must be made in terms of security so as to minimize fraud.
6. It is necessary to maintain maintenance (maintenance) of hardware and software regularly.

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