

SALES APPLICATION PROGRAM AT DISTRO X IN BEKASI WEB-BASED

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Abstract

Information technology is growing very fast, along with human needs that are also growing, with the internet then we will get millions of information, even we can do business sales through the Internet. therefore it is necessary to use a dynamic website in the sales business as a marketing tool to increase sales. with the website will be easier in introducing its products, as well as conducting various buying and selling transactions. The purpose of this research is to produce a web-based clothing sales information system e-commerce in distro threefive, helping distro threefive in promoting and selling products to consumers. Methodology carried out in data collection related to the preparation or completion of this final task is interviews, observations and literature studies. The results of this study explain the design of the system. which includes ERD, normalization, HIPO structure, program flowchart as well as program performance design. While in the implementation there is a relationship between the table, database structure and application program used and input design (input) and output design (output)...

Introduction

At this time information technology is growing very fast, along with human needs that are also growing, with the internet then we will get millions of information, even we can do business sales through the Internet. therefore it is necessary to use a dynamic website in the sales business as a marketing tool to increase sales. with the website will be easier in introducing its products, as well as conducting various buying and selling transactions. by using the internet the trading process can be done by saving costs and time. This situation is an excellent opportunity for distro threefive in marketing its products with E-commerce.

Yes, a smartphone or mobile app developer writes their code as a native, web, or hybrid app and the term can also describe a desktop app. They made it to run usable by users of certain hardware, such as cameras or GPS, and in the same programming language as the underlying OS. For example, the photo application on Mac OS X is written in the Objective-C programming language.

Information technology is a general form that can describe various technologies, where the technology can produce results, store, manipulate, and communicate and convey information (Sawyer, Prince, & Brown, 2005).

More easily this information technology can facilitate communication, and more flexible for time and place. The development of existing information technology provides opportunities

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for business people to be more efficient and develop more widely without recognizing boundaries, distance and time, country, race, economic class, ideology, and other factors in carrying out their business actions.

The application of information technology has been widely used by business actors in Indonesia because of the time and cost efficiency that makes it easier for business actors to achieve their goals. For business people, it's not finished if they haven't used the internet in their actions, because their competitors have used the internet or do business online to expand their market. Indirectly, the application of information technology that occurs in business today has led to changes in work habits, this has brought about rapid changes in the business world in Indonesia.

The current marketing trend has changed, from conventional marketing now many people are turning to online marketing. It can be seen now that people are starting to switch to buying and selling online because the method is easier, simpler, not bound by time and distance.

End users typically access web applications via a web browser, such as Google Chrome. In addition, developers can also write web applications in several languages, including JavaScript, CSS, and HTML, but they cannot access the hardware on which the application is installed. Hybrid apps typically have APIs that can access device resources, similar to native apps, but are usually also written in languages such as HTML and CSS.

In addition, they (the developers) often code mobile applications to work on certain device platforms. Developers or development teams can create applications for specific vertical markets. Vertical applications typically serve specific industry or departmental needs, such as medical billing systems. In contrast, horizontal applications, such as word processors or web browsers are applicable to a wide range of industries. For example, such as word processing application programs, database programs, web browsers, drawing programs, painting, image editing, communication and so on.

Distro threefive is a company engaged in the sale of clothing. Products sold by distro threefive is a variety of products such as clothes, bags, shoes, hats and other accessories with new models that are updated at all times. But in terms of the sales process in distro threefive is still done manually / offline, so buyers have to come directly to the distro to see the product and make transactions. in the process of making reports and storing data is also not well organized, which is still done by recording on the book, so it is less effective and efficient.

The proposed solution to solve the problem of distro threefive to grow its sales business is with E-Commerce. E-Commerce is a trade transaction contact between seller and buyer using internet media. The advantage gained by using transactions through e-commerce is to increase revenue by using online sales that cost less.

Aplikasi menggunakan sistem operasi atau Operating System (OS) dan program pendukung lainnya, biasanya perangkat lunak sistem, agar berfungsi. Aplikasi meminta service (layanan) dari dan berkomunikasi dengan teknologi lain melalui antarmuka pemrograman aplikasi atau yang lebih dikenal dengan Application Programming Interface (API).

For the category of mobile applications (mobile), including communication applications such as WhatsApp or games such as Candy Crush Saga. There are also app versions of common services such as those that provide weather or transportation information or apps for customers to interact with the company. Mobile applications are different from system software in that they interact with other software or hardware.

Method

The methodology carried out in the collection of data related to the preparation or completion of this final task is as follows:

1. Interview

Conducting interviews with store owners about the current system of data processing and making sales product reports. Interviews can be in various media, both electronic media and mass media. In electronic media, interviews can be found on television, radio, and the internet. Meanwhile, from the mass media interviews can be found in newspapers and magazines.

Meanwhile, in the semi-structured interview, the interviewer is armed with a set of core questions that can later be developed in accordance with the development of the interview process. The set of questions was made to better direct the interview and conversation activities in the interview, so that it really leads to the acquisition of data that is expected to be obtained by a researcher to answer the questions in his research. The difference with structured interviews, in this semi-structured interview, the interviewer will be able to freely follow up on related topics that may appear in the interview. Thus, it is possible to dig up more data during the interview. However, the challenge that must be faced by researchers is data analysis activities which will be much more time-consuming and thought-provoking than analyzing structured interview data. The results of this type of interview require researchers to be more observant in classifying the interview data that has been obtained, looking for patterns and relationships between data, doing 'coding' and, then interpreting the data. All of which require foresight, breadth of insight, and deep understanding of a researcher; where all three will be very honed by doing more and more literature studies.

The third type is unstructured interview. This type of interview is widely used by ethnographers who want to collect data for a long time and in large quantities. In this kind of interview, the researcher does not determine which questions will be used in the interview. Researchers only need to make strategies so that data can be obtained through conversations with research subjects. How? The topic? When? Everything depends on the conditions on the ground. The challenge for a researcher with this type of interview is to really focus on his research questions in order to be able to analyze and relate the data that may be obtained in the field, and further explore the data encountered in the field in order to truly answer the research questions.

2. Observation

The next step is to directly visit the research site to obtain the data needed in the creation of the final task. Another opinion says that the meaning of observation is an act or process of observing something or someone carefully to obtain information or prove the truth of a study. The observation process is one of the data collection techniques if it is in accordance with the research objectives. These activities are planned and recorded systematically, and can be controlled for reliability (reliability) and validity (validity).

This observation activity / activity certainly has certain goals to be achieved. Below are the objectives of the observations, including the following:

- a. To be able to describe an object and everything related to the object of research through observation using the five senses.
- b. To be able to get a conclusion about the object being observed, which conclusions are compiled in a report that is relevant and useful for learning materials.

- c. To be able to obtain data or information that can be shared with other parties in the form of scientific or non-scientific works.

3. Literature Studies

Literature Studies (library research) is the collection of data through books, internet sites and lecture notes that are closely related to the theme of the final task research. One source of reference where researchers can use it as an information pointer in tracing reading material is to use reference books. The reference comes from the English reference which means "pointing at". These reference books may contain brief descriptions or name designations of certain readings. Material from reference books is not to be read from the first page to the end, only the important and desired parts

Results and Discussion

A. Understanding

1. Program Understanding

"A program is a logical instruction structure for a computer written or composed in a language known by the computer itself so that it can process data input into output" (Jogiyanto, 2017).

"Program is a software used for certain application purposes in various fields, both in the corporate environment, education and others" (Nasril & Saputra, 2017).

The author concludes from the above understanding that the understanding of the program is an instruction given to the computer to be processed using a programming language that is understood by the computer.

2. Understanding Aplikasi

"An application is a ready-made and ready-to-use program or a self-made program" (Kristanto & Arief, 2013).

"An application is software created by a computer company that performs certain tasks such as ms.word, ms.excel" (Maselena, 2003). According to the author, Application is a program that has been ready and needed by the user to solve problems.

3. Understanding Aplikasi Program

"Application program on the computer is ready-made software that will later be used to help carry out the work of its use, in a computer this application is prepared according to their needs" (Jogiyanto, 2017).

"Aplikasai program is a device that contains a variety of certain facilities and capabilities that can produce outputs that meet the needs by operating through the operating system provided" (Xu, Benbasat, & Cenfetelli, 2013).

Then it can be concluded that the application program is to perform certain tasks to help the user to carry out his tasks.

B. Website

"Website is a page of the site containing a variety of information, whether it is in the form of text, images, and video or a kind of information, want it in the form of text, images, and videos or an animation" (Rachmanto, 2015).

You can establish your identity in cyberspace by using the website. Especially if your name includes market names, you should immediately buy the best domain name for your website. Because, domain names are unique, no domain name is exactly the same. For example, your name is Agus and you want to have a website with the domain name

www.agus.com, you must immediately buy the domain name so that it is not taken by other people who also want to buy the domain name www.agus.com (King, 2008).

"Website is a page of information provided through the Internet so that it can be accessed anywhere as long as you are connected to the internet network" Based on its category, the website is classified into 3 namely:

- 1) Statis Website: Website that has unchanged pages. The meaning is to make changes to a page done manually by editing the code that becomes the structure of the website.
- 2) Dynamic Website: Website which is structurally intended for status updates as often as possible. Usually in addition to the main that can be accessed by the user in general, also provided a backend page to edit the content of the website. A common example of dynamic websites is web news or web portals in which there are news facilities, polls, and so on.
- 3) Interactive Web: the web is currently booming. One of these websites is blogs and forums. On this website users can interact and argue about what they think. Usually this website has moderators to arrange so that the topics discussed do not go off track.

Talking about online business, of course more effort is needed. This effort aims to ensure the quality of the products you sell to buyers. In addition, the price you offer should also be reasonable. This is because today's buyers are smart buyers. Before they buy they usually find out in advance about the product and the price range that applies in the market. Given the many advantages offered by running an online business, in this article, we will explain the benefits of online business for the community.

1. Can be Run Anytime

If you are a stay-at-home mom, of course you want to spend more time with your children. You have to take care of them and pay attention to their every action. This is what makes many mothers decide not to work and choose to stay at home, taking care of their children and husbands. However, in fact you can still work even though you are taking care of children. You can choose an online business as an alternative to increase your finances. Don't worry, an online business won't ask you to work a certain time because it's up to you to decide.

2. Low Capital

Usually, the amount of capital is a sensitive thing for someone who wants to start a business. However, with an online business, you don't have to spend a massive amount of money. You only need a mobile device or computer or the like and an internet connection. That way, people who see the products you sell know that you're running a business now. And when people find out, get them interested in buying your product

3. Runs Anywhere

Another benefit of online business for the community is that it can be run anywhere. Therefore, you don't have to worry when you have to go to a shop or to a faraway place. All you have to do is take your mobile device and monitor the website where you sell your products. It seems, mobile devices are very important for today's society, because it seems that many people even though they are gathered, they still use their mobile devices.

4. Can Reach Wide Community

The scope of online business reach is also very broad. This is because indeed everyone who uses an internet connection can connect to each other, provided that one of them knows about the person and the information they get. This is also an advantage for

you as well as a big benefit because you just need to promote your product and the world will see it. When many people already know and know that you are also a product, they may immediately contact you and want to make a transaction with you immediately.

5. Low Operating Costs

Low operating costs sound logical in running an online business. This is because you only need to input the product and promote it to your colleagues. You don't need to think about shipping costs because consumers will bear it. Therefore, you can save your money for your other interests

6. Big Chance

Some people believe that buying products online is better. This happens because often the price of the same product is cheaper in online stores than in offline stores. This is what makes you a great opportunity in running an online business because many people have opinions like that. It actually makes sense. This happens because some of the users or implementers of online businesses have contacts or so-called first hand of a product. So that the price offered is also the cheapest price

7. You Are Your Own Boss

For those of you who don't like boss orders or orders from superiors, online business is an option for you. When running an online business, you can make rules or even work without rules for yourself. This happens because you are your own boss so no one will control you but the customer. That's because it is the consumer who is in control of purchasing the product

8. Doesn't Need A Specific Place

Usually, to run a business, of course there must be a fixed place or location in the business. However, when you decide to do business online, you don't have to worry about where to build the building. In addition, the construction of buildings for your business certainly does not ensure that your business will run smoothly. Therefore, an online business is very useful for you in making a living.

9. Open Job Vacancy

By doing business online, you can also help the government in overcoming unemployment. There are indeed many job vacancies out there but they don't have job requirements as simple and simple as an online business. In addition, you also certainly feel more that you are a boss. Not only that, by opening a job vacancy, you certainly get a worker. Remember, everyone has different acquaintances or not everyone knows the same number of people. So, it is very good for you to hire someone else for you.

10. Gaining Consumer Trust

Usually in addition to high prices and poor service, consumers are also annoyed with sellers who make transactions in an unclear manner. Buyers must also have a fear of buying in a new online shop. Therefore, you can choose to sell or do business online on a website that does guarantee the security of transactions with buyers. So, buyers are no longer afraid and don't think that you are trying to scam them

C. Sales

The digital era like today can be said to require a person, company, or institution to have their own page. This page is used for those who want to know the profile of a person or company. In addition, the personal page is also a means of promotion and sharing information related to profiles, activities, vision and mission, and even for business

development. Especially now that making a website is not a difficult thing, anyone can have a personal website (Rodríguez, Svensson, & Mehl, 2020).

Almost every company has its own page or website. There are several companies that also provide interactive chat features, especially companies engaged in services. This is to make it easier for website visitors to interact, find information, and also submit complaints. A bona fide company must have a website, to make it easier for their clients to find information. Usually on the website page, they will include the company's company profile. Usually, clients will find out in advance the background and performance of a company through the website. The benefits of a website for companies are very many, especially for introducing the company to partners or clients (Zoltners, Sinha, Sahay, Shastri, & Lorimer, 2021).

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3. Interactive Web: the web is currently booming. One of these websites is blogs and forums. On this website users can interact and argue about what they think. Usually this website has moderators to arrange so that the topics discussed do not go off track:
 - a. Achieve a certain sales volume.
 - b. Earn a certain profit.
 - c. Support the company's growth.

The factors that must be considered in achieving sales goals include:

- a. Capital required.
- b. Ability to plan.
- c. Ability to determine the right price level.
- d. The ability to select the right dealer.
- e. Ability to use appropriate promotional means.

In order for sales to be able to compete with others, business owners must be able to manage their companies well. So that consumers or customers do not turn to other companies. The company is required to better understand all the needs and desires of consumers, with good sales it will be able to increase sales and snatch prey from the market.

D. Distro

Distro comes from the word Distribution Store which can be interpreted as a place / outlet / store that specifically distributes products from a community. It usually comes from the music community of independent bands or the term indie band and skateboarding community. Its products usually consist of indie band albums to knick knacks such as T-shirts and accessories and apparel products for skateboarding. In Bandung, distro was first

opened to sell products from outside bands, especially underground bands as well as equipment and apparel for skateboarding. the first distro to sell products from local clothing itself was Anonim. Then Flashy and Cynical md in Jakarta. Nowadays the term distro then known as a store or retail that specializes only sell products from various local clothing as well as merchandise of local indie bands. So it can be concluded that Distro is an outlet or store that functions as a distribution channel of Clothing Company products from a community.

Conclusion

In writing this Final Task, the author created an application that serves as an alternative sales system on distro threefive. The application is used as a complement to the existing sales system by following the development of information technology. With this system that has been implemented, it is expected that the threefive distro can be as follows provide information to the public about the products sold by presenting images and information. Provide convenience to the custom to do the order process through the internet, without having to come directly to the place to buy it. Develop a system that can be an alternative company in improving its performance.

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