

The Doll Store Online Shop Application

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Abstract: In the current era, a system in a business is really needed. For example in a store, an application system or website will be very helpful in the process of promotion and dissemination of information to the public. Managing and processing data manually is vulnerable to weaknesses, such as errors and delays in sales, recording customer data, recording ordering data and storing data manually will be difficult when the data is needed. This condition is also experienced by Nufus Doll Store, therefore E-commerce is a new system in the world of business that uses online services. Many items can be offered through e-commerce such as selling dolls online using the web. By this system, customers do not have to bother coming to the store and can order it at any time without a time limit. Some applications that are joined together into a package are sometimes referred to as a package or application suite (application suite). E-Commerce Application at Nufus Doll Store is designed using macromedia dreamweaver, php, mysql, xampp and photoshop. The design of this website online is expected to attract customer interest and can be an effective sales medium.

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1. Introduction

1.1 Background

In the current era, a system in a business is really needed. For example, in a shop, an application system or website will be very helpful in the process of promotion and dissemination of information to the public. Nufus doll Store is a grocery store sell a variety of beautiful and cute dolls. Currently, the sales process is manual, the consumers come directly to the store to see available collections and make transactions. Because the situation of the shop is not too broad, so there is often a rush of visitors while opening a branch takes a lot of time and money. Besides that, the benefits are not too large because the marketing area is only around the city where the store is located.

To overcome this problem, an e-commerce application was designed to help expand marketing without having to open branches so that it would benefit the consumers and store. E-commerce is a new system in the world of business that uses online services. Many items can be offered through e-commerce such as selling dolls online using the web. With this system, customers do not have to bother coming to the store and can order it at any time without a time limit. Some applications that are joined together into a package are sometimes referred to as a package or application suite (application suite). E-Commerce Application at the Doll Shop was designed using macromedia dreamweaver, php, mysql, xampp and photoshop. The design of this website online is expected to attract customer interest and can be an effective selling medium.

1.2 Research Question

Based on the research background above, the research: questions are: "How to design and create E-Commerce web-based Applications in the Doll Store".

1.3 Research Limitation

The focus research is only making E-commerce Web-Based Applications in Nufus Doll Store.

2. Theoretical Framework

2.1 Application

According to Dhanta (2009: 32), the application software created by a computer company to do certain tasks, for example, Microsoft Word, Microsoft Excel.

According to (Pressman, 2010: 9) application software is a stand-alone application to solve specific

business problems. In the case of conventional business processing applications. The application software is used to control business functions in real-time.

2.2 E-Commerce

According to (MarizaArfina and Robert Marpaung, 2009: 21) e-commerce or better known as e-com can be interpreted as a way to trade online or direct selling that utilizes internet facilities where there are websites that can provide get and deliver services.

Meanwhile, according to (Roger Clarke, 2010: 2) in Electronic Commerce Definition states that e-commerce is "the conduct of commerce in good and service with the assistance of telecommunications and telecommunications-based tools" that e-commerce is a way of trading goods and services that use telecommunications media as their tools.

2.3 Website

According to (Purwanti, 2010) in the journal AyuPertiwi et al (2011) argue that the Website or site can also be interpreted as a collection of pages that display information on text data, still or motion picture data, animated data, sound, video or a combination of all, both which is static or dynamic form a series of interrelated buildings where each is connected with a network of pages (hyperlink).

According to AyuYudha, (2012: 2) Website is a collection of web pages placed in one place or site. So on the website, there are web pages.

2.4 Doll Store

Doll Store is a store located at Talang Padang, which provides a variety of beads, which are in a period of good development in marketing or sales system, therefore, the owner wants to have a system which can help in the selling process.

2.5 E-Commerce website Application in a Doll Store

E-Commerce Application in Nufus Doll Store is a website-based application system that can help promote through websites, so promotion of Doll Store is wider. It will increase sales of Nufus Doll Shop

3. METHODOLOGY

3.1 SDLC

System Development Lyfe Cycle (SDLC) is the whole process in building a systemthrough a few steps. There are several SDLC models. A popular and

widely used model is the waterfall. Some other SDLC models such as fountain, spiral, rapid, prototyping, incremental, build & fix, and synchronize & stabilize.

With the SDLC cycle, the process of building a system is divided into several steps and on a large system, each step is carried out by a different team.

Information system development or in its common language is better known as software development identical to one of the software theories development, known as SDLC or Software Development Life Cycle. According to the theory, the stages of software development are divided into 4 (four) stages, namely (Dennis et al, 2011: 11):



Figure 1. Waterfall

1. Planning Phase

This phase is the fundamental stage of information system development. This phase will answer the reasons why the information system needs to be built (why) and determine how the system development team information will develop the information system

2. Analysis Phase

This phase will answer the question of who will use this system (who), what this system should be able to do (what) and where and when this system will be used (where and when).

3. Design Phase

This phase will determine how the system will operate in the context of hardware, software, computer network infrastructure, determine the user interface, forms and reports as well as programs, databases and certain files needed in information systems development. System development, namely the stage of developing information systems by writing programs required.

4. Implementation Phase

This phase is the core phase of the four phases above, where in this phase the project team will carry out the construction and verification of the information system that is built in accordance with the scope

specified in the previous three phases. In some information systems development projects, this phase is the phase that costs the most compared to the previous three phases.

3.2 Current Systems Analysis

The system that is currently still in use by the Doll Store is still using a manual system, namely:

- Customers who want to get information must come to the store.
- Customers ask the owner for information directly.
- List of questions received by the owner.
- Information that can be later on convey to the customer

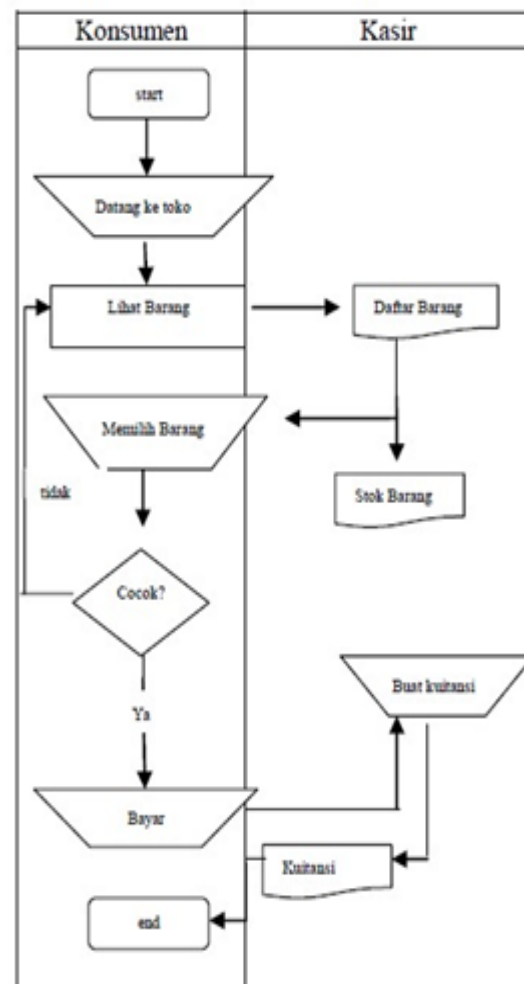


Figure 2. Flow Diagram

3.3 Proposed System Analysis

The proposed system in making E-Commerce Web-Based Applications in Doll Store. The purpose of this research is to customers who want to get information about the Doll Store just only have to visit the Doll Store website. This system is also a

promotional medium for Doll Store that can be reached by everyone.

3.4 Hardware Specifications

This system is built with the following hardware:

- Processor Intel(R), Pentium (R) cpu
- Memory RAM 1910 MB
- Hard disk : 500 GB
- Keyboard
- Mouse

3.5 Device Software Specifications

This system is built with the following software:

- Operating System: Windows XP 2
- Data base: MySQL
- Programming Language: PHP
- PHP Editor: Macromedia Dreamweaver 8
- Web Browser: Mozilla Firefox
- Image Editor: Photoshop Cs 3

4 DESIGNING AND IMPLEMENTATION

4.1 Diagram Context

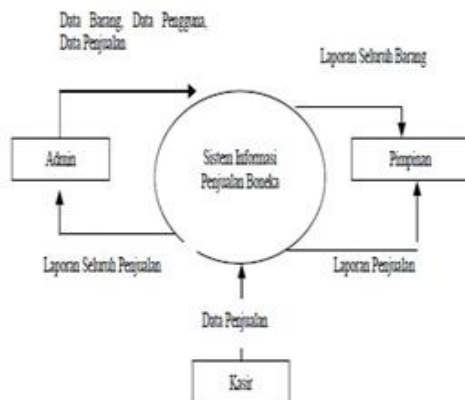


Figure 3. Diagram Context

4.2 DFD Level 0



Figure 4. DFD Level 0

4.3 DFD Level 1

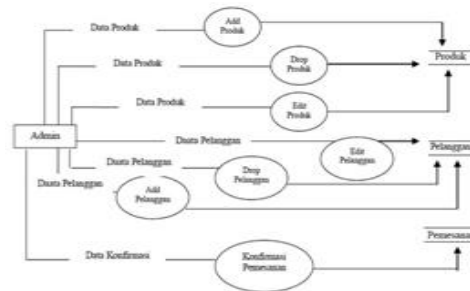


Figure 5. DFD level 1

4.4 Implementation

Web page design is used as benchmark in making an interface that will represent the appearance of the website that will be created. Following are the design pages for this web user.

4.1 Index Page

The index page is the main page where every system user will automatically enter this page when first opening the system.

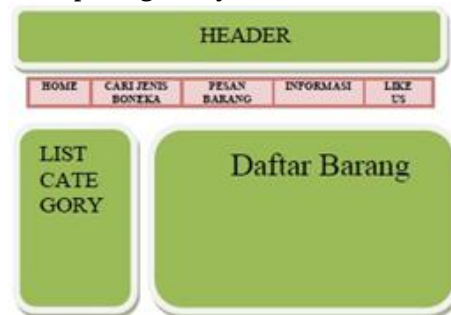


Figure 6. Index page



Figure 7. Homepage

4.2. Homepage

Home page is the starting page when we open the website. On the home page contains doll store products.

5. Conclusion and Suggestion

5.1. Conclusion

From the discussion above, it can be concluded that the Doll Store E-Commerce Application System is based on an online web that analyzes information about the Doll Store both about products and procedures for purchasing and others. The design of this web-based Doll Store Information System can make it easier for customers to find information about the Doll Store

5.2. Suggestion

E-commerce applications on the Doll store need to be evaluated continuously so that parts can be known optimally to improve the quality of service.

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