

## **DESIGN OF A WEBSITE-BASED SALES SYSTEM AT THE BERLIAN KIDS SHOP**

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### **Abstract**

*Toko Berlian Kids, a baby equipment company in Depok, is an example of a business that does not yet have an e-commerce presence. Their sales process remains manual, leading to the potential for errors and limitations in informing customers about product availability. Therefore, the author has designed a web-based sales system using the waterfall method for Toko Berlian Kids, employing PHP and MySQL. The result of this research is a website with the primary goal of expanding market reach and facilitating transactions for customers, allowing product orders anytime and anywhere. Thus, purchasing products from Toko Berlian Kids becomes easier and more efficient, supporting the company's development in the current digital era*

*Keywords: Online store, E-commerce, Web-Based Sales, PHP, MySQL.*

### **1. INTRODUCTION**

In the current era of Indonesia, with the development of industrial revolution 4.0 technology, every company is required to use technology to survive in increasingly tighter and tougher competition between companies to achieve market share. The internet is a medium that is familiar to our ears, which in general is a means of competition between one company and another. The impact of this competition makes the level of competition in the business world increasingly competitive, so companies must be able to adapt and innovate with changes in order to compete with their competitors.

According to (Bintang Sayyidina Hardika Saputra 2022;2). This technology plays an important role for developing and advanced companies. One important aspect in this technological development is the emergence of electronic commerce (e-commerce) in the business environment. Where electronic commerce is the activity of buying and selling goods/services or transmitting funds/data via electronic networks,

Many website platforms on the internet use information technology as part of their application for selling a company's products online, where the system of buying and selling a product changes from a conventional system to online via electronic media. The aim of the conventional system that has changed is to gain a lot of profit for production and consumption business actors engaged in online sales. Currently, many services promote their business products through E-Commerce applications because there are many features that are useful in developing their business. Therefore, E-Commerce is mostly focused on digital buying and selling activities and mechanisms (Septiadi et al, 2019). In previous research, designing a web-based sales system at the UD. Berkah store (Ranti Eka Putri, 2019). Sales is one of the marketing steps from a company. So that the company can gain profits, the result of which is that the company's operational activities can continue to be carried out. Currently, business actors, both middle and lower class and well-known ones, are more likely to use the internet as a medium for conducting sales transactions rather than having to build a physical shop which requires a lot of costs. In this case the UD. Berkah store uses a sales information system as a media for promotion and sales of its products.

Design of a web-based sales system (E-commerce) at the DMX Factory Outlet store using the PHP-MYSQL and Java Script programming language (Pradani Ayu Widya Purnama & Teri Ade Putra, 2020). At the DMX Factory Outlet store. The sales system so far is considered less effective and efficient. If you only rely on the sales system in the normal way. So the company's income did not experience a significant increase. Apart from that, the company's development feels a bit slow. Therefore, an online sales system was designed using web or internet media with the aim of increasing the sales process time and increasing sales volume so that the company's income increased.

The diamond kids shop is a company that operates in the baby equipment sector which is located in the Cimanggis sub-district, Depok city. However, the company does not yet have an online shop website (Ecommerce). Sales at the kids diamond shop still use manual methods, such as buying and selling transactions which are still done on the spot and for product data, sales transactions, sales reports, they are still done manually, where the chance of making mistakes is greater because it requires accuracy and a relatively longer time. , this happens because Diamond Kids does not yet have an information system that supports the product sales process, so it becomes less effective and efficient in the performance of the company itself, and there is a lack of information about product availability to consumers. Nowadays, a business sector is less competitive if it does not have an online shop (ecommerce), in other words, companies that use technology will find it easier to compete and can increase company profits because operational costs are cheaper. The aim of designing web-based sales at the diamond kids store is to expand the reach of the store by having a website that can order products anytime and anywhere and increase sales outside the physical store. Providing an experience that makes ordering and purchasing easier allows customers to order products at the Diamond Kids store easily and comfortably without having to come directly to the physical store.

Based on this, the author created an online shop website for Berlian Kids using PHP and MySQL. The author determines the title "DESIGN OF A WEB-BASED SALES SYSTEM AT BERLIAN KIDS SHOP". With the aim of forming a wider market by making the Diamond Kids website more widely known to all groups and making transactions easier and more efficient.

## **2. LITERATURE RIVIEW**

### **2.1 Website**

According to Aziz Sholechul (2013), a website is an information page provided via the internet so that it can be accessed throughout the world as long as it is connected to an internet network. A website is also a component or collection of components consisting of text, images, sound and animation so that it is interesting to visit.

Meanwhile, according to Rerung (2018: 1), the Web is a computer network consisting of a collection of internet sites that offer text, graphics, sound and animation resources via hypertext transfer protocols. Usually abbreviated as WWW (World Wide Web) is a container that contains various kinds of media or internet sites that can be accessed with the internet and a browser.

### **2.2 E-Commerce**

According to Mulyadi (Musa, 2016) states that "Sales is an activity consisting of transactions selling goods or services, on credit or in cash". Sales can be interpreted as the process of fulfilling sales and buyer needs both in cash and on credit. Sales are definitely part of a business. Be it sales of goods or services. The sales process is one of the benchmarks for whether a business can run smoothly or not From the opinion above, it can be concluded that business is a trade or business that buys and sells goods and services with the aim of making a profit.

## **3. METHOD**

The method used in this research is like the flow in Figure 1. A buyer looks for the desired item from the shop admin, then the shop admin looks for the name of the item and looks at the stock of the item the buyer wants in the inventory book. If the item name and stock are available then the admin continues the process to store employees to prepare the items desired by buyers. After the admin gets the item the buyer wants, a sales transaction occurs. Then the admin updates the stock of goods in the goods inventory book. To be reported to the owner every month, in this case sometimes errors in calculations or errors in recording occur which result in double data recording and data loss

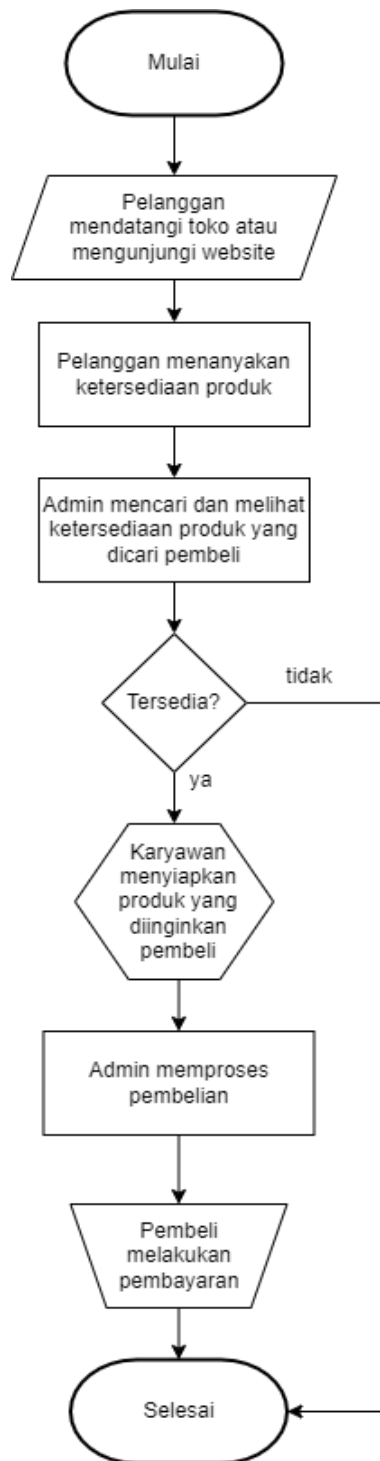


Figure 1 *Flowchart*

### 3.1 Use Case

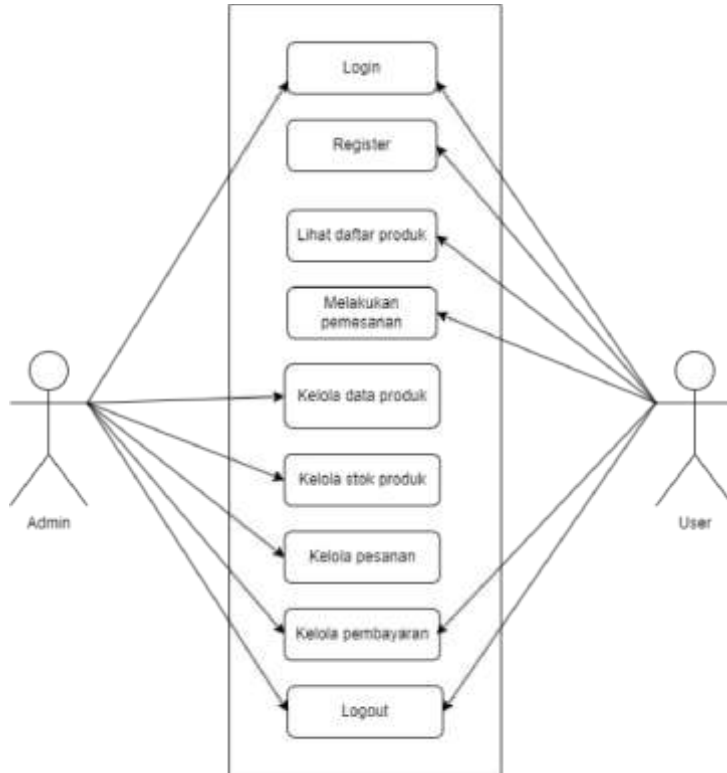


Figure 2 Use Case Diagram

The explanation regarding the Sales Use Case Diagram above is as follows:

1. There are 2 actors in the use case diagram, namely Admin and User/Buyer.
2. Interactions that can be carried out by the user/buyer are: Login, Register, View the product list, Place an order, Give a message to the admin, manage payments such as: paying for an order or canceling an order, and the last user/buyer is to log out.
3. Interactions that can be carried out by the admin are: Login, manage product data such as: add product category, edit product category, delete product category, add product, edit product, delete product, manage orders, manage payments, and finally the admin can log out.

## 4. RESULT AND DISCUSSION

The system implementation stage is one of the stages in system design which is both the implementation and testing stage. Where the system is ready to operate in actual conditions. The implementation of this system will produce a system that is ready to be tested and used. In operating the design and construction of the building materials information system at the Diamond Kids shop, appropriate hardware specifications and software specifications are needed to support smooth operations. .

The user interface (UI) has a function, namely so that users and the system can interact with each other, so a link or bridge is needed that presents information in the form of an interface design that is easy to understand and enjoyable. The following is an implementation of the user interface for designing a website-based sales system for a kids diamond shop.

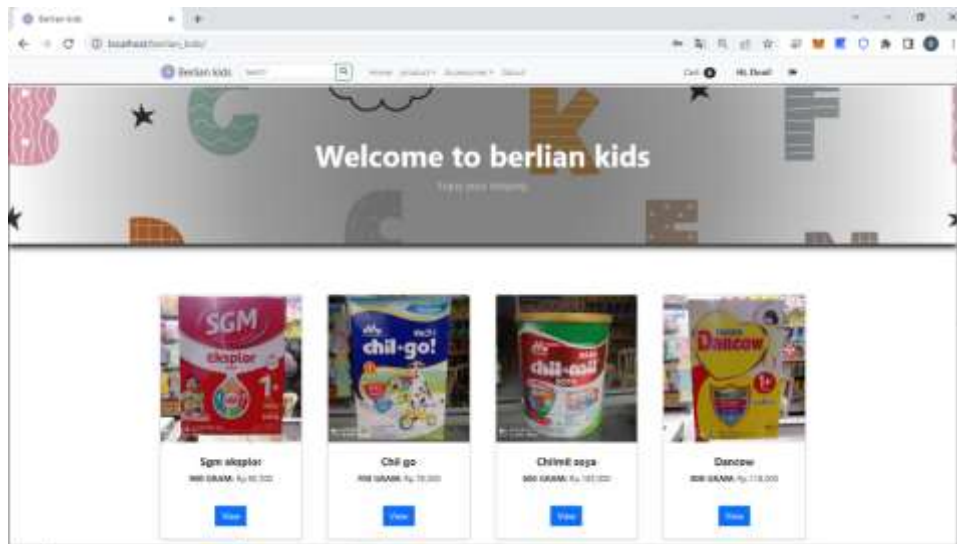


Figure 3 User interface 1

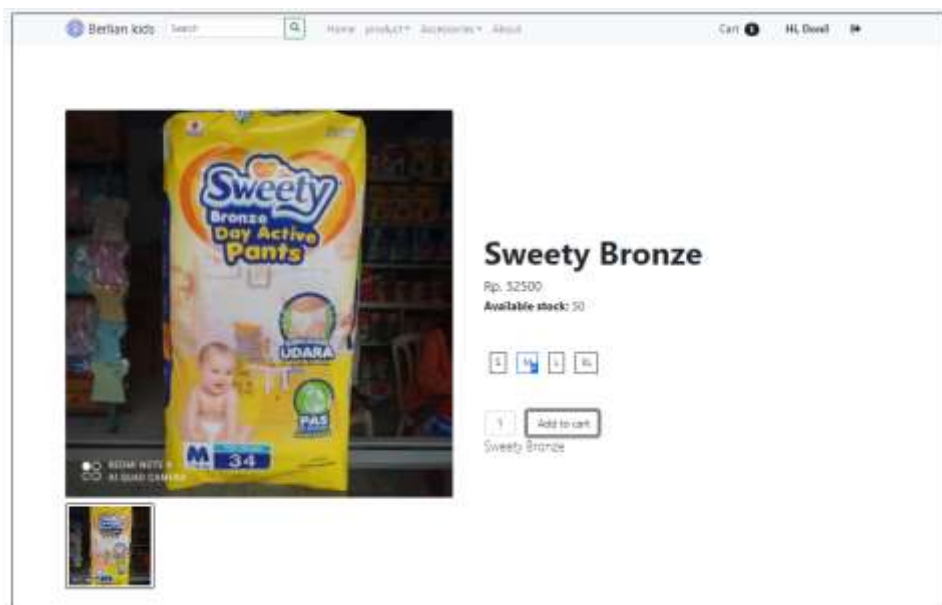


Figure 4 User interfase 2

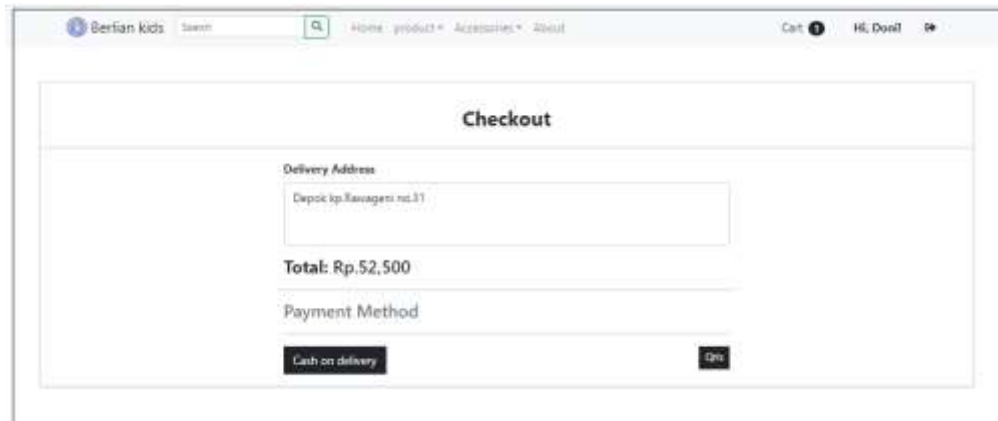


Figure 6 *User interface Price*



Figure 7 *User interface qris*

## 5. Conclusion

Based on the results of research on "Designing a website-based sales system at a kids diamond shop". Researchers can conclude as follows:

1. The information system design created is able to help the kids diamond shop simplify sales transactions to customers.
2. Creating this system can make it easier to calculate costs to be more efficient, accurate, and minimize errors in calculations in the system.
3. This system is able to manage data and overcome data loss or data damage so that it no longer requires recording paper files that are easily damaged.

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