

Web-Based Sales Information Systems in Cellular Shop

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Abstract: The promotion management and managing data that is done manually vulnerable to the 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 Bastian cell. Therefore Ecommerce is a new paradigm in the business world that uses online services. Many items can be offered through e-commerce such as selling mobile phones and mobile accessories online by using the web. With this system, the customers do not have to come to the store and can order it at any time without a time limit. Mobile Sales Information System and Web-based Mobile Accessories on Bastian Cell were designed by using Macromedia DreamWeaver, PHP, MySql, Xampp, and Photoshop. By designing this website online, it is expected to attract the customer interest and can be an effective sales medium.

Keywords: Information System, Web, Bastian cell.

1. Introduction

1.1 Background

Humans are social creatures who need communication each other. Many ways to communicate. One of them by using a *handphone*. *Handphone* that was luxury items are turned into items that are needed by some people nowadays. Almost all people use *handphone* to communicate. The use of *handphone* is not limited to that, *handphone* can also provide entertainment such as *games*, music that can be heard at any time, take pictures and record videos, and can be for internet access. *Handphone* with certain types and brands also affect the *lifestyle* of some people in the society. Therefore, now we find many stores that sell *handphone* with a variety of brands.

Bastian cell is a store that sells various types of *handphone* including Nokia, Blackberry, LG, Samsung, Sony Ericson, and *handphone* accessories. Currently, the sales process is done manually. The costumers come directly to the store to see available collections and then making transactions. Because the condition of the store is not too broad, so there is often a rush of visitors while to open a branch of store takes a lot of time and money. Besides that, the benefits are not too much because the marketing area is only around the city where the store is located.

To overcome this problem, a *website* was designed to expand marketing without open the branch store so that it would give benefit for the costumers and stores.

1.2 Research Question

From the background above, it can be concluded that the research question is "How to create a *Handphone* Sales Information System and Web-Based *Handphone* Accessories on Bastian Cell?".

1.3 Research Objective

The research objectives are as follows:

- Creating a *web*-based sales information system.
- Providing information about *handphone*

data and *handphone* accessories to customers or users.

- It can be a promotional media for Bastian cell especially among internet users.

1.4 Data Collection Method

1.4.1 Primary Data Source

The writer obtained the data directly from the object concerned such as:

- Observation or *survey* is a method of collecting data by observing the object directly.
- An *interview* is a method of collecting data by conducting talking activities directly with the parties concerned at the research site, as material for the design and development of information systems going forward.

1.4.2 Secondary Data Source

It is a source of data and information obtained via *online* that is useful for adding *references* and as a comparison for library research and documentation as well as literature to get secondary data to strengthen the arguments and presentations.

2. Literature Review

2.1 Definition of System

According to Jogiyanto Hartono, (2006: 683). "The system can be defined as a unit consisting of two or more components or sub-systems that interact to achieve a goal".

According to Jogiyanto Hartono in his book 'Information Technology Systems', (2008: 34). *Systems* can be defined by following the procedure approach and by the component approach. With the procedure approach, the system can be defined as a collection of procedures that have specific goals. The system also can be defined as a collection of components that are interconnected with one another to form a unity to achieve certain goals.

2.2 Definition of Information

According to Jogiyanto Hartono, (2006: 692). Information can be defined as the result of processing data in a form that is more meaningful to the recipient who describes a real *event (fact)* that is used for decision making.

According to Wing Wahyu

Winarno, (2004: 1.6). "Information is data that has been processed so that it is useful for decision making. Data is a representation of an object, for example, a student is represented by a student number, then this student number is data ".

2.3 Definition of Information System

According to Jogyanto Hartono, (2006: 697) "Information systems can be defined as a system within an organization that is a combination of people, facilities, technology, media, procedures and controls aimed to obtain the important communication lines, processing certain type of transactions routinely, give signals to management and others of important internal and external events and provide a basis for information for smart decisions. "

According to (Iskandar, 2010) in the paper of Nuzila Mahdiyani et al (2011) argues that information systems are a combination of people, facilities, technology, media, procedures and controls aimed to obtain the important communication lines, processing certain types of transactions, give a signal to management.

2.4 Sales

According to (Elqorni, 2008) in the paper of Ayu Pertiwi et al (2011) argues that sales are the source of life of a company. In this case, the sales made by using the internet called electronic commerce. With the internet, an organization or company can do product marketing, improve services, and increase revenue.

In the paper of Zul Fady et al (2011) argues that sales are the process of transferring the rights of goods and services from one person or entity to another party accompanied by the recipient of compensation from the recipient of the goods or services in return for the delivery.

2.5 Website

According to (Purwanti, 2008) in the paper of Ayu Pertiwi et al (2011) argues 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 those static and dynamic that form a series of interrelated buildings where

each is connected with a network of pages (*hyperlink*).

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

2.6 Database

In the paper of Nuzila Mahyadi et al (2012) argues that the database is the storage of the systematic information collection in a computer so that it can be checked by using a computer program to obtain information from that database. Software used to manage and call *queries* (database) called a database management system (*Database Management System*, DBMS).

In the journal of Bian Septian et al (2011) argues that a database is a collection of related data that is arranged, organized, and stored systematically in a computer storage media referring to certain methods so that they can be accessed quickly and easily by using a computer program to obtain data from that database.

3. Needs Analysis and System Design

3.1 Hardware Requirements Specifications

This system is built with the following hardware:

- Procesor Intel(R), Pentium (R) CPU
- 1910MB RAM
- Hard disk : 500GB
- Keyboard
- Mouse

3.2 Software Requirements Specifications

This system is built with the following software

- Operating System: Windows XP2
- Database : MySQL
- Programming Language: PHP
- PHPEditor: Macromedia Dreamweaver8
- Web Browser: Mozilla Firefox

3.3 Current System Analysis

The system currently used by the Bastian cell is still a manual system, namely:

- Customers who want to get the information must come to the counter

- b. Customers ask information directly to the counter owner
- c. List of questions received by the counter owner.
- d. Information can be conveyed to the customer

3.4 Proposed Analysis

The proposed system is a *web*-based information system. The purpose of this proposal is making the customers who want to get information about Bastian cell only need to visit the Bastian cell *website*. This system is also a promotional media for Bastian cells that can be reached by everyone

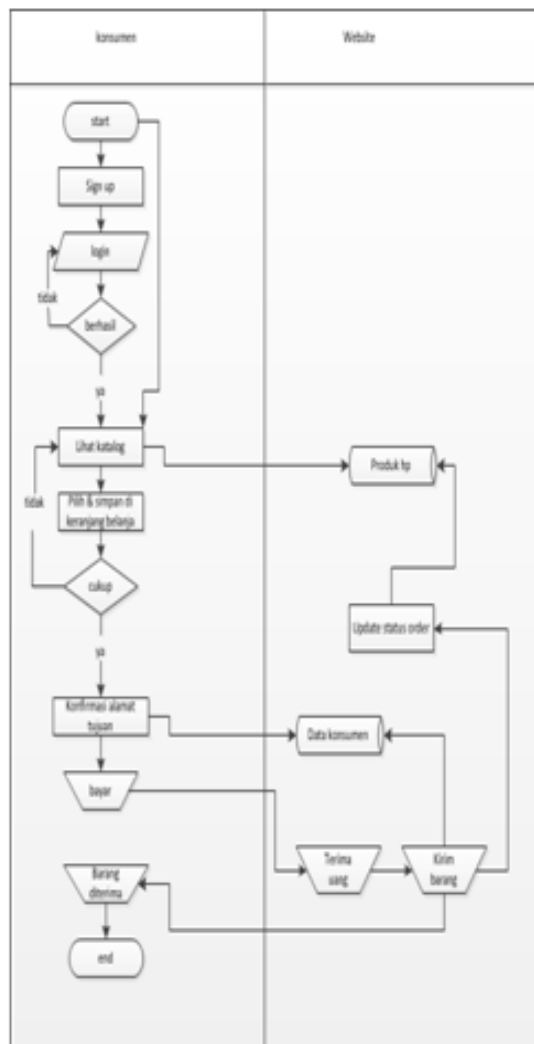


Figure 1. Current System

3.5. Database Design

3.5.1 ERD

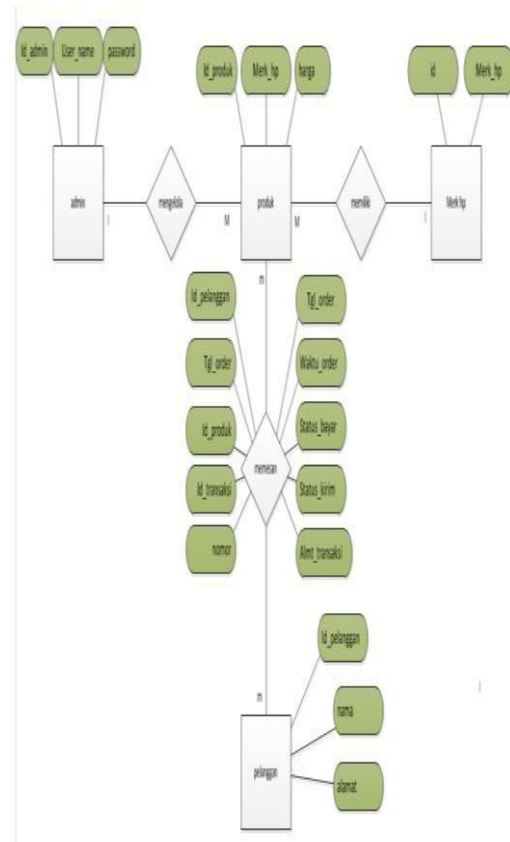


Figure 2. ERD
3.5.2 DFD level0

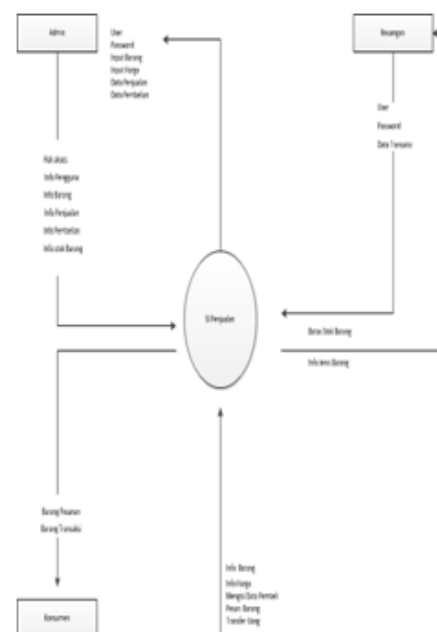


Figure 3. DFD Level 0

3.5.3 DFD Level1

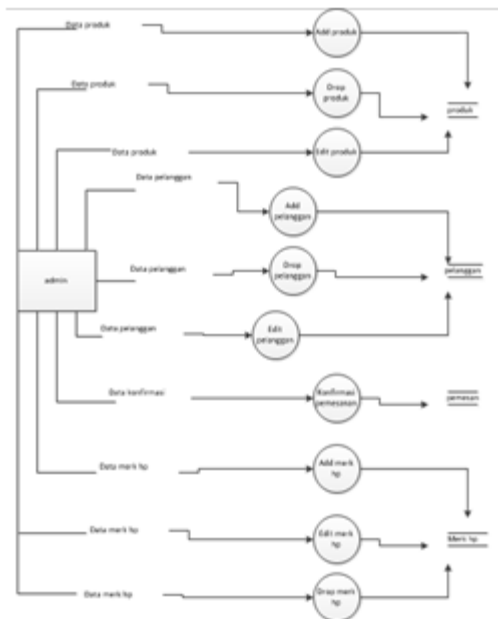


Figure 4. DFD Level 1

4 Implementation

4.1 Web Page Design

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

4.4.1 Index Page

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

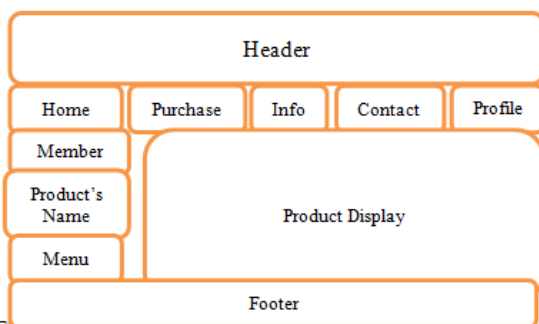


Figure 5. Index Page

4.4.2 Home Page

The *home* page is the starting page when the users open the *website*. On the *home*

page contains of Bastian cell products. The implementation of the pages are:



Figure 6. Home Page

4.4.3 Login Page

The *login* page is used by the *administrator* to start manipulating data. Site *Collection* data, because to manipulate the *website* data, an *administrator* must *log in* first. The implementation of the pages are:



Figure 7. Login Page

5 Conclusion

From the discussion above, it can be concluded that the Design of a Bastian cell Information System with *onlineweb*-based which analyse the information of Bastian cell both about products and purchasing procedures and others. This *web*-based information system of Bastian cell can make it easier for customers to find information about Bastian cell.

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Below is the comparison table before and after using the Website:

NO	Before using Website	After using Website
1	Promotion area only at	Promotion area is wider not

	Gisting region	only at Gisting region
2	Community is difficult to get information	Community is easier to get information
3	Queues often occur when customers want to buy a product	Community can order via online so there is no queue
4	Product is difficult for sell	Product is easier for sell
5	Counter parties are difficult to deliver the newest product to customer	Counter parties are easier to deliver the newest product to customer

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