

Transparency of Goods Information in Order to Improve Sales Service

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ABSTRACT

This study aims to find information about the truth of a data item. This is one of the needs of the Customer / Customer and also the cooperative admin. Because there are often errors in Information Data Goods, this is one way to overcome the problems we experience in everyday life. One of the developments on Android phones today is that it can be used to scan or scan barcodes or barcodes. This is very useful to serve as a source of information about the truth of the data. We can use this media to find the correct price information for goods that have barcodes/qrcodes installed in shops and minimarkets, more precisely at the Unwaha Student Cooperative.

***Keywords:** Item Data Information; Barcode; Student Cooperative.*

INTRODUCTION

Cooperative is a business entity whose members are individuals or cooperative legal entities by basing their activities on the cooperative principle and as a people's economic movement based on the principle of kinship. Cooperative Movement is all cooperative organizations and cooperative activities that are integrated to achieve the common goals of cooperatives. (Law 25 of 1992 article 1) Cooperatives are based on Pancasila and the 1945 Constitution and are based on kinship principle. Cooperatives aim to promote the welfare of members in particular and society in general and to participate in building the national economic order in order to create an advanced, just and prosperous society (Sujono & Nugroho, 2019). Every item in a shop or minimarket must have a barcode/Qr code installed in it, in which product detail data must be stored, starting from the name of the item, the price of the item, the stock of goods and so on. However, sometimes the price of goods that we see in the place or on the shelf of goods is different from the price we have to pay at the cashier, it can be caused by fluctuating prices from the center, and the price data in the cashier system application has been changed (Ummah & Widya, 2018). while the price listed on the place or shelf of goods does not change. This of course can make the customer / customer very confused because the price of the goods seen is different from the price to be paid.

One of the current developments of android phones is that they can be used to scan or scan barcodes or barcodes. This is very useful to serve as a source of information about the truth of the data. We can use this media to find the correct price information for goods that have barcodes/qrcodes installed in shops and minimarkets, more precisely at the Unwaha Student Cooperative.

METHOD

Operatioanal Definition

- Digital Marketing
Digital Marketing is a marketing strategy that utilizes increasingly developing information technology (Ryan, 2014:4). One of the things that determines digital marketing in successful implementation is that Digital Marketing provides convenience for customers/users to use. When a customer/user feels that the media used is comfortable, the customer will be able to use it more effectively and efficiently (Pratiwi et al, 2021). This will make customers feel the speed of access in

searching for the desired needs and tend to find them faster.(Sufaidah et al., 2020)

- Understanding Android
Definition of android, Android(/'æn.drɔɪd/; AN-droyd) is a Linux-based operating system designed for touch screen mobile devices such as smartphones and tablet computers. Android's user interface is based on direct manipulation, using touch input similar to real-world actions, such as swiping, tapping, pinching, and reverse pinching to manipulate objects on the screen. Android is an open source operating system, and Google releases the code under the Apache License. The open source code and licensing licenses on Android allow software to be freely modified and distributed by device makers, wireless carriers, and application developers.(Rahadi, 2014).
- Understanding Barcode Scanner
Barcode is a “machine readable code in the form of numbers and patterns of parallel lines of different widths, printed to uniquely identify a product. In general, the use of a barcode system has provided many benefits for businesses and organizations because it is able to provide a significant increase in productivity and efficiency when compared to manual systems. In business and organizational activities, barcode systems are used to track products, prices, status and stock levels for centralized management in a computer software system that can access information in "real time" and can be connected globally.(Agus Mulyono, 2018).
- Understanding Framework 7
Framework 7 is an Open source HTML Framework that is specifically intended for building Hybrid-based mobile applications. As an illustration, Framework 7 acts like Bootstrap in building a website. So it can be said that Framework 7 handles interface problems. While the processing of information or data is carried out by the Client Side Programming Language (Client Side Scripting Programming).
- Apache Cordova
Apache Cordova or simply Cordova, is a set of Application Programming Interface (API) tools that allow mobile application developers to access native device functions such as the accelerometer camera using the Javascript language. Combined with an interface framework such as JQuery Mobile or Dojo Mobile or Onsen UI, Cordova allows mobile applications to be developed using only HTML, CSS and Javascript programming languages.(Case et al., 2017).

To conduct a final project research, several steps and methods must be taken to create a project including:

- Research, this research was conducted to collect data and analyze data that will be carried out in a company, educational institution, entrepreneur, and others, more precisely at the KH University Student Cooperative. A. Wahab Hasbullah.
- Research methods, what is done in this study, the author uses the Waterfall Method. The Waterfall model or often referred to as the classic life cycle is a software development development model that emphasizes sequential and systematic phases, starting from the specification of consumer needs and progressing through the process of planning (planning), modeling (modeling), development (construction), and deployment, which leads to ongoing support for a complete piece of software. In this method there are several steps that need to be done, namely as follows:

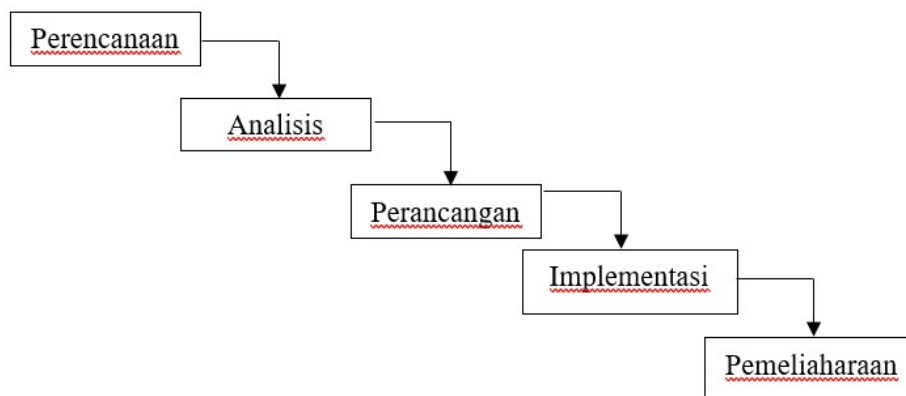


Figure 1. Waterfall Method

- Needs Analysis
In this Requirements Analysis process, we need to analyze and prepare what data we need to make the application. What we have to do is one of them by conducting interviews with employees or administrators of the KH University Student Cooperative. A. Wahab Hasbullah.
- Design
After completing the interview and getting the data we need, what we do next is create an interface design or application system design that we will make. Interface design contains the appearance of the application that we will create later.
- Implementation
In this process we must analyze what needs are needed in the cooperative, so that we can know and be able to adjust the application system that we make to the needs of the cooperative. The implementation here is the application of the system or application that we have made into the KH University Student Cooperative. A. Wahab Hasbullah.
- Trials
Here we will test the application that we have made, whether there is something missing or there is a system error, so that we can find out what are the shortcomings of the application we have made, and find out whether the application we have made is as expected. or not yet.
- Care
In this final process we have to take care of the applications that we have made, to maintain system optimization and later be able to develop applications according to the needs of the cooperative so that it can run more optimally.
- Data Flow Diagrams (DFD)
Data Flow Diagram is a flow or map of a system, often dfd is used by someone who works in the field of information systems. DFD focuses on the flow of information, the origin and destination of data, to how the data is stored. Usually, dfd is used to describe or analyze an information system. In addition, this diagram can also be used in the process software development.

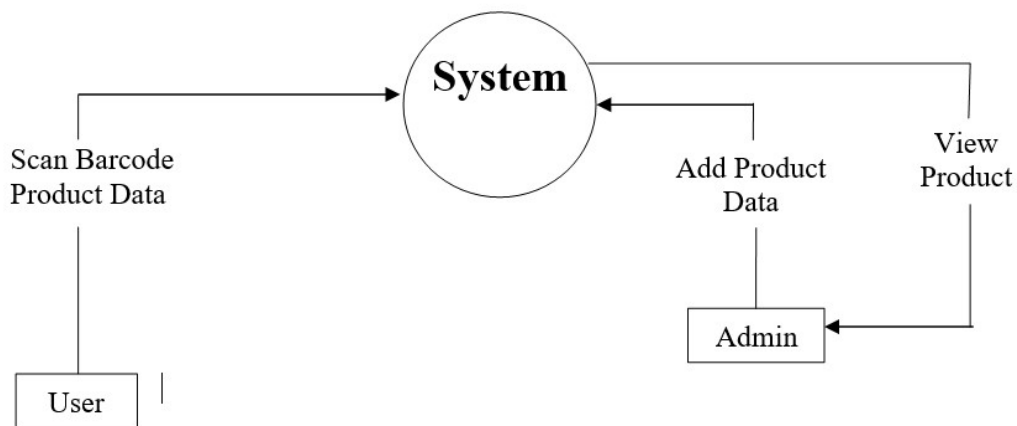


Figure 2. Cooperative DFD Scanner

In making this application the admin will collect product data information obtained from the Unwaha Cooperative and then enter it into the Cooperative database using the Scanner Application that has been created. Which can later be accessed or displayed by customers using the Android-based Unwaha Cooperative Scanner Application.

RESULT AND DISCUSSION

Result

The results of this study were obtained from the results of interviews and data collection that we did at the KH University Cooperative. A. Wahab Hasbullah. From the process that has been carried out, researchers have observed and analyzed the data that has been collected and can get a conclusion that there are problems that can occur between customers or customers with employees or cooperative management. This can cause uncomfortable transactions between customers and sellers. To overcome

this, researchers have found solutions to improve and expedite transactions between customers and sellers and both can benefit equally.

To overcome this the author has designed a system in the form of an android application, by utilizing technological advances in the form of smartphones at this time which on average already belongs to everyone. The author utilizes a barcode scanner that can be installed on all android phones that can be used to obtain information on an item's data.

Discussion

The application generated from this research is the use of a scanner feature that can be used on Android smartphones to obtain data information from an item or product. it aims to improve sales services in KH University cooperatives. A. Wahab Hasbullah the results of the application display and the features in the application will be explained in the discussion below:

- Initial View

The initial view is the display after we open the application, it will display a display as below:



Figure 3. Main course

This view is a display that can be used by customers to scan product barcodes in order to obtain information on the product data.

- Login View

This login display is specifically for Cooperative Admins, because only Cooperative Admins or Cooperative Administrators can login here. because in it there are features that can and can be used by Admin Only.

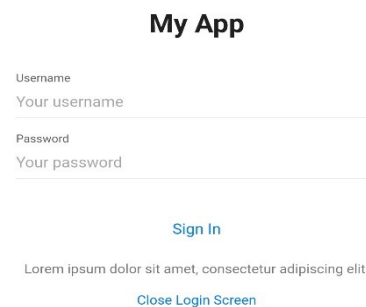


Figure 4. Login Menu

- Admin Menu Display After Login
In this view, the admin can scan items to get item data information, or can also add new item data or products if new items enter and the cooperative database does not yet exist.



Figure 5. Admin Menu

- Display Add Product Data
The display below is the Add Product Data Display, after the Cooperative Admin scans an item or new product, the display below will appear. The purpose of scanning the barcode / qr code of a product is to get the product id, after that the admin can add the product data manually and then save it. And the product data is automatically entered into the cooperative database.

The screenshot shows the 'Tambah Data Produk' (Add Product Data) form. The form has a purple header with the title and a close icon. It contains input fields for Kode (8996001600269), Nama Produk (beng-Beng), Harga (5000), Kandungan (5000), and Kategori (Makanan). At the bottom are two buttons: a green 'SIMPAN' button and a red 'RESET' button.

Figure 6. Display Add Product Data

- Product Scanner Display

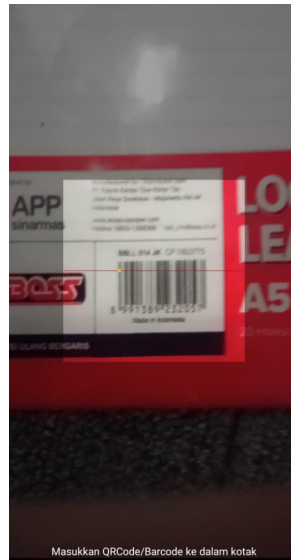


Figure 7. Product Scanner Display

The display above is an example of the display when a user uses a cooperative scanner application to scan the barcode of a product.

- Product Data Information Display



Figure 8. Product Data Information Display

This display is an example of the display of the results of the Unwaha Cooperative scanner application which was created with the aim of being able to provide product data information correctly to all customers. This view can be accessed by everyone, including customers and also the cooperative admin.

CONCLUSION

From the research entitled "Transparency of Information in the Context of Increasing Sales Services" has been carried out, it can be concluded as follows:

- This Unwaha Cooperative Scanner application has 2 usage functions, namely for cooperative admins and customers.
- This application can be useful for both parties, namely the cooperative management and the customer, the benefit that the cooperative gets is that it can improve sales services, while the benefit

for customers is that they can get product data information correctly.

- Facilitate and expedite transactions between the two parties

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