

Web-Based User Center Design

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ABSTRACT

Web-Based User Center Design is an e-commerce application that is engaged in conventional buying and selling serving the manufacture of t-shirts, jackets, shirts, uniforms, etc. With an existing design or customizing an existing design, the purpose of making a Web-Based User Center Design application is to build a special e-commerce application in the convection field for convection entrepreneurs, as for the benefits of making this e-commerce application, which is expected can make it easier to sell and promote its products so that it can increase turnover for convection entrepreneurs.

Keywords: User ; Center Design; Berbasis Web.

INTRODUCTION

With the development of the internet, it is a phenomenon that attracts attention in the development of the world of technology that is happening today, because the internet is the largest example of a network that is connected to millions of computers, the largest in all corners of the world and is not tied to any organization. Anyone can join the internet by using this network all organizations can exchange information externally (Hariono *et al.*, 2021). And one aspect that needs to be supported is the business world. User Center Design is one of the implementations of online business which is an activity of selling and buying products and services offered through the network. Where the customer orders the product to be purchased or ordered according to his own wishes (Widya *et al.*, 2022).

E-commerce or also called electronic commerce is an activity related to buying, selling, marketing goods or services by utilizing electronic systems such as the internet or computer networks (Sugianto *et al.*, 2020). E-Commerce also involves activities related to electronic transaction processes such as electronic fund transfers, electronic data exchange, inventory data processing systems carried out by computer systems or computer networks and so on. In information technology, e-commerce can be categorized as part of e-business where e-business has a wider scope both in terms of activities and the types of activities it carries out.

Benefits of E-Commerce: The perceived benefits, especially for the benefit of customers, show that e-commerce can provide other benefits:

- Organization
Expanding the market to cover national markets and global markets, so that business people can reach more customers, choose the best suppliers, and establish relationships with business partners that are considered the most suitable.
- Consumer
Enables consumers to get cheaper products and services, because consumers can shop in many places and make transactions at once.
- Wide community
Allows more people to work at home, allows several types of goods to be sold cheaply (Arifin, 2017).

METHOD

The research method used in making this Web-Based User Center Design application is the waterfall method. It is called a waterfall because the stages that are passed must wait for the completion of the stage waiting for the completion of the previous stage, namely the requirements stage. The waterfall method provides a sequential or sequential software lifeflow approach starting from analysis,

design, coding, testing, and support stages. The description of the waterfall method is: Software requirements analysis, the requirements collection process is carried out intensively to specify software requirements so that software can be understood as what is required by the user, Software design is a multi-rare process that focuses on the design of software programs,

Flowchart Research method A type of diagram that represents an algorithm, or process that displays a rarity in the form of symbols

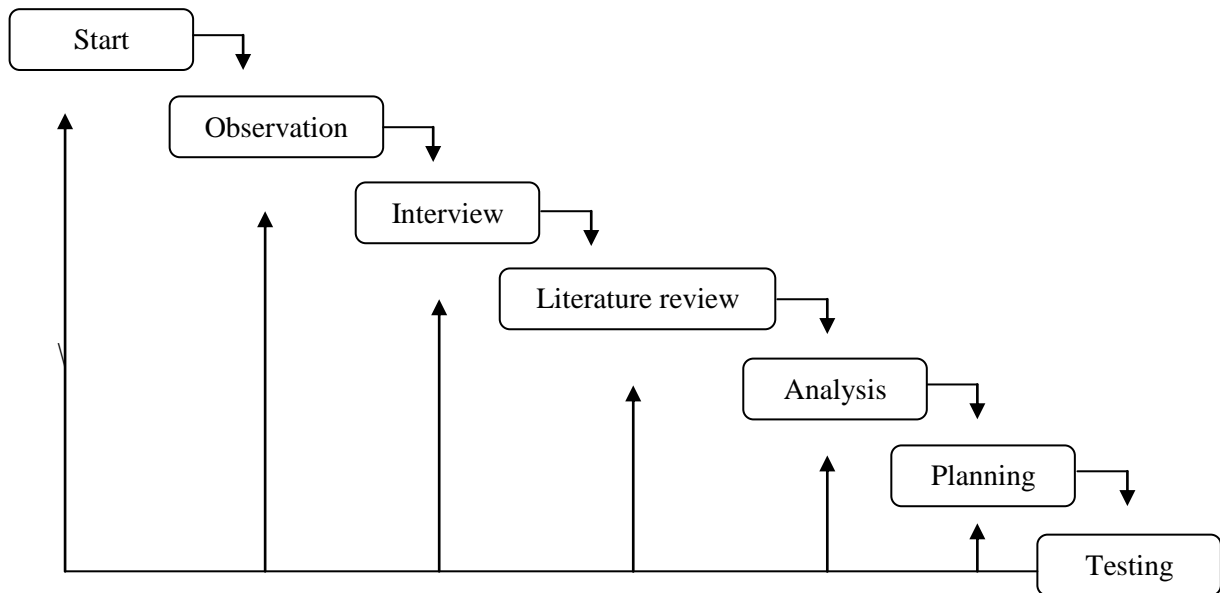


Figure 1. Research Method Flowchart

Analysis and Design System logic design is used to display the system design that explains the system flow. In designing the logic using a Data Flow Diagram (DAD) which consists of a level diagram which includes some of the data and features as follows. (Putri Lestari, Muchammad Saifuddin, 2020)

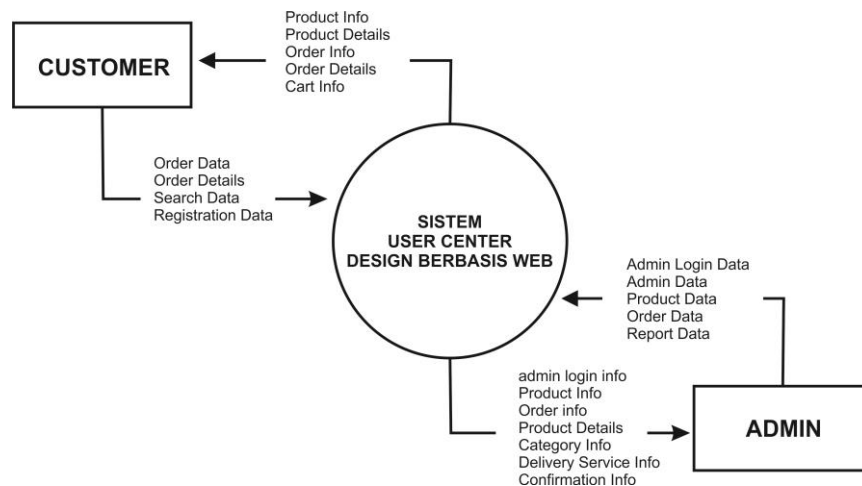


Figure 2. Data Flow Chart

Flowchart is a chart with certain symbols that describe the sequence of processes in detail and the relationship between a process (instructions) with other processes in a program. And in this program, a flowchart flow is made in this system:

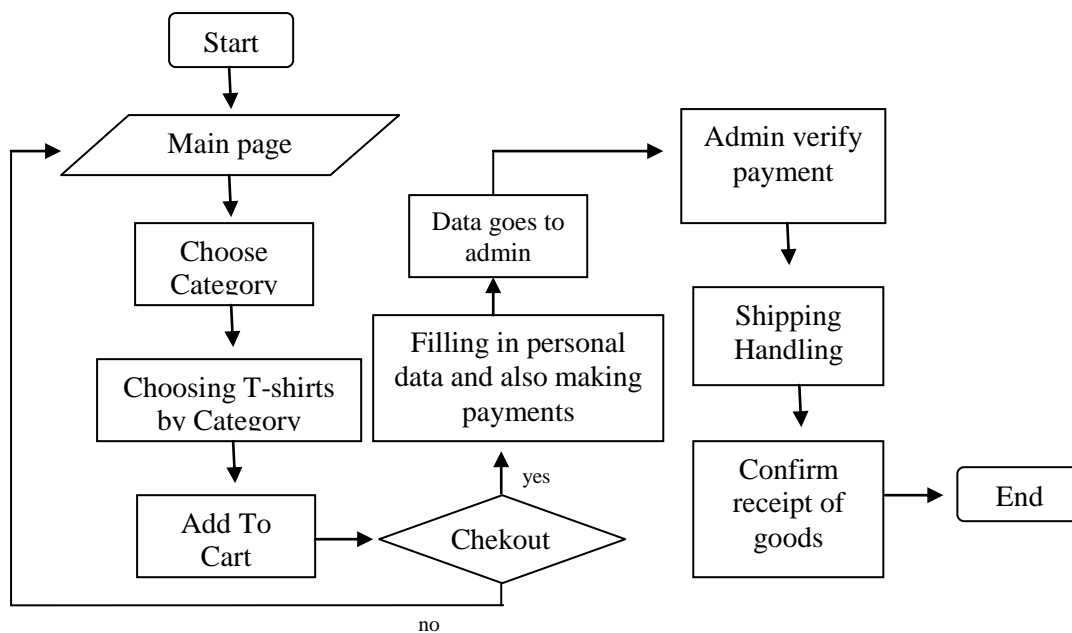


Figure 3. Flowchart

RESULT AND DISCUSSION

This research produces a User Center Design Online website, this User Center Design Online website serves to provide convenience to customers so that they can find information about products or goods sold on this website quickly. There is a User Center Design website admin section that can input products, view products, delete products, edit products, manage transaction data, print sales reports and cancel orders from customers.

Web-Based User Center Design is a research conducted to discuss the optimization of social media as a medium of digital marketing communication. The results of this study are that online stores in the digital era have many positive sides, namely being able to be closer to consumers and faster in time, and quickly promoting or introducing products to the public, there is no limit to online stores to reach all corners of this country which is connected to the internet and Accuracy and speed of service are the main needs of consumers in this era of globalization.

Next is an easier marketing strategy to reach all corners of this country through social media, the reason why online buying and selling in this digital era is more in demand by business people from the middle up, to the lower middle because of technological advances and consumers are more inclined to use social media, the second reason is that using social media can reduce financing. (Ajis, 2019)

Result

The Home page for customers has a transaction menu to view product purchase transactions. Then on this page there is also a menu that is used to view product categories consisting of, men's clothing, women's clothing, children's clothing, and custom clothing. There are product names, pictures and unit prices. For customers who bought the product, click on the image to view product details and then click buy.

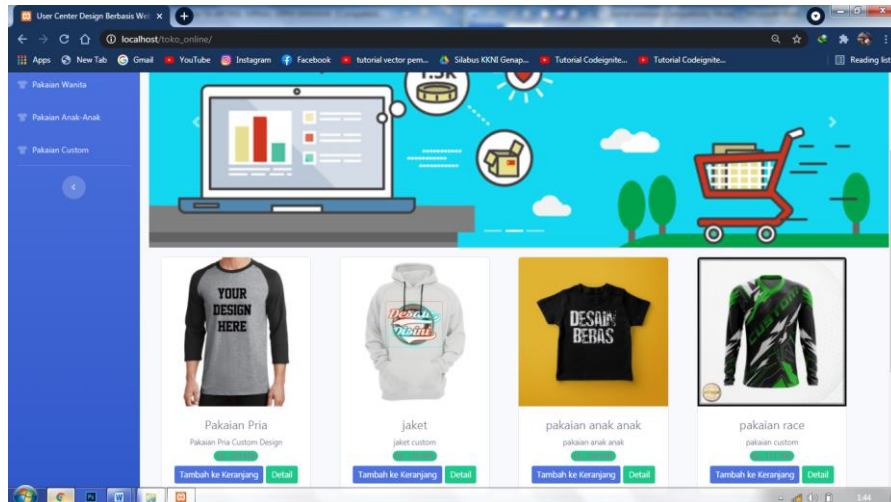


Figure 4. Main Page

On the customer's home display there is an image of a shopping cart to see the products in the shopping cart, there is a buy button and a delete button to remove products from the shopping cart.

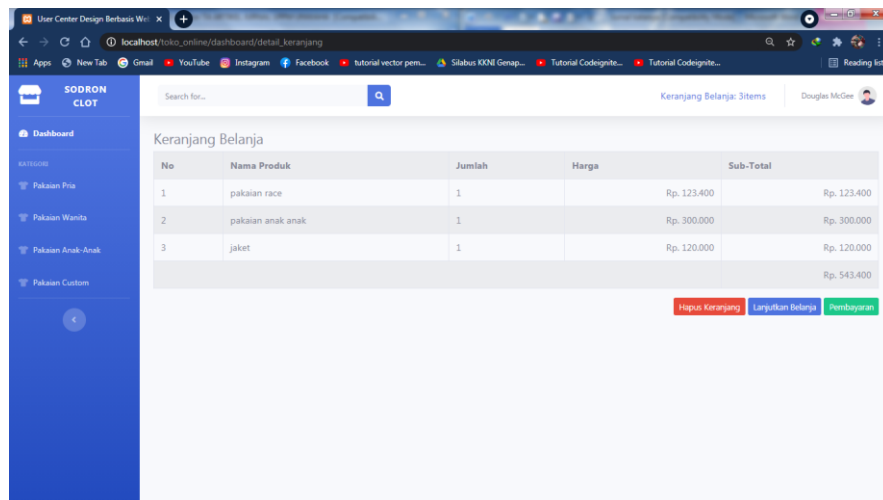


Figure 5. shopping cart

The transaction menu is the process used by the customer after selecting the clothes and putting it in the shopping basket for later processing.

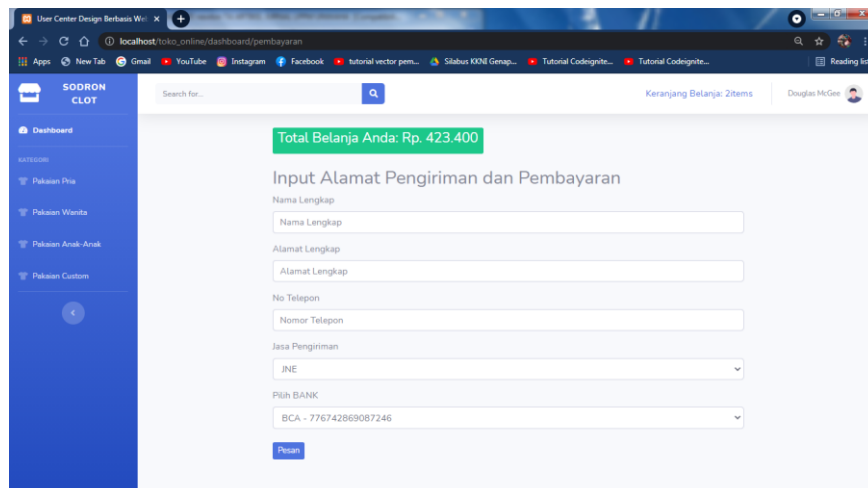


Figure 6. Menu Total cost paid

Shopping registration menu and the total price purchased, here the customer is asked to input complete personal data, as well as the selection of shipping services and through what customers pay for the product they want to buy then click message (to be confirmed by the admin of the purchase data).

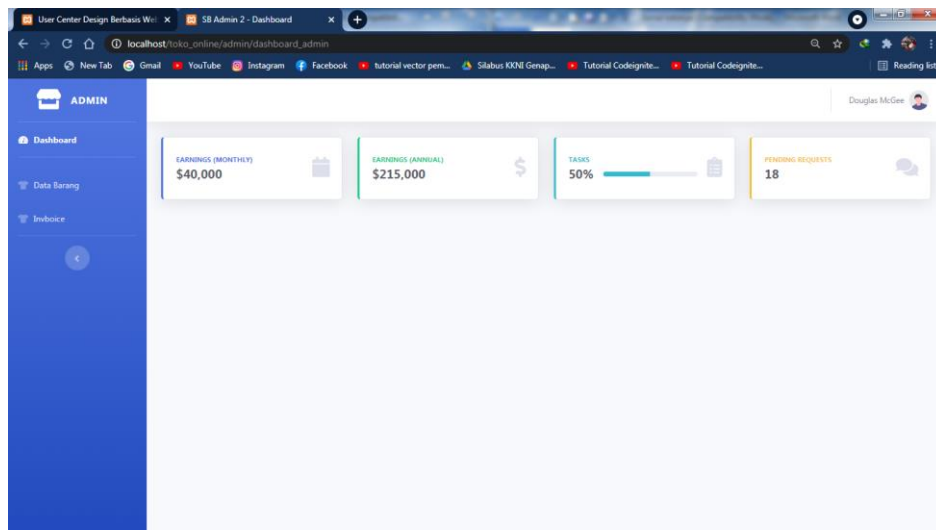


Figure 7. Admin Main Page

Menu transactions for goods that have been processed and have been received by the customer to see the goods that have been received by the buyer.

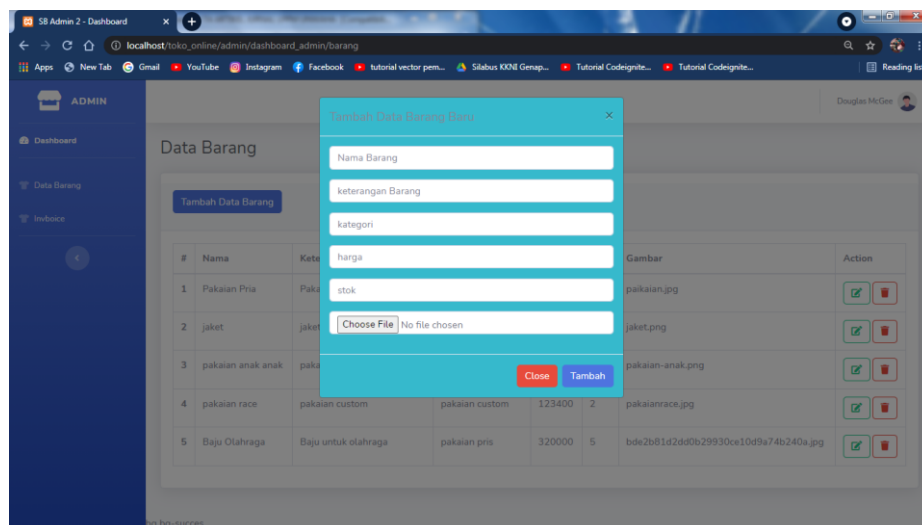


Figure 8. Add Item Menu

The Add product menu is on the admin page to add the latest item updates.

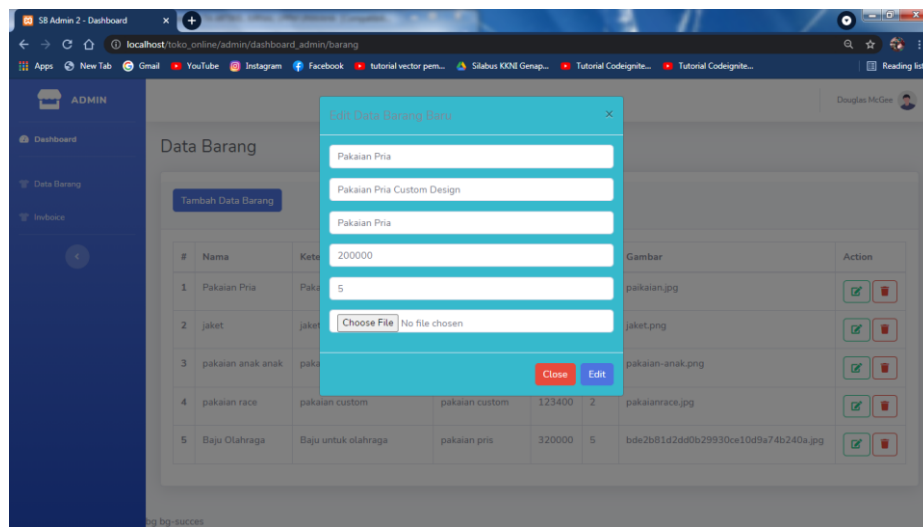


Figure 9. Item Edit Menu

Edit this item data is used to change the items on the main page, including changing the stock of goods, the price of the item, and the contents of item details.

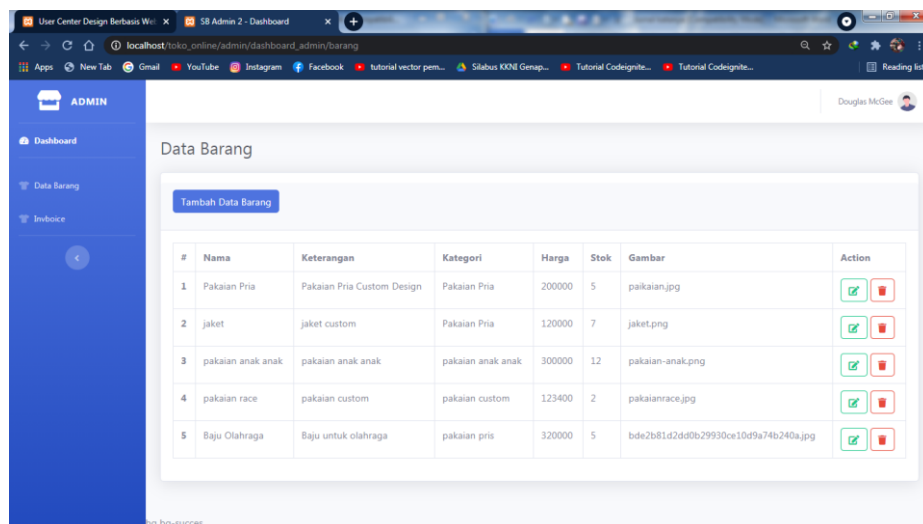


Figure 10. Menu Data Items

The item data menu on the admin page contains: the names of items that are already on the customer's main page, here you can add items, edit item contents, and delete items.

Discussion

Responding to the current conditions where the era of digitalization is increasingly spreading rapidly to the community, entrepreneurs must revamp their marketing strategies in an effort to answer consumer problems in getting the products they need. The strategy in question is a promotional strategy through digital marketing, which is a way of promotion by utilizing the use of gadgets such as applications, websites that can connect consumers and producers (entrepreneurs). In carrying out promotions, companies can promote through five channels in digital marketing, namely through.

- Website

Website or web is an information page provided via the internet that can be accessed throughout the world as long as it is still connected to the internet.

- Social media

Social Media or Social Media is an online media where users can share, participate, and can also create text, image, video and online streaming content. In this case, the popular social media used are

Facebook, Instagram, Twitter, and YouTube. In addition to being an intermediary for chatting, sharing videos and making friends, this social media can also be used to carry out promotions by uploading the products offered.

- Online advertising

Online advertising is an advertisement made online or on a website that attracts customers. With this online media, it is easier for companies to promote by placing advertisements on websites that provide places to place advertisements.

- Discussion form

Discussion form is a collection of online forms that contain data, images, animations, sounds, videos that are incorporated and connected to the network.

- Mobile application

Mobile application is a mobile application specially designed for smartphone and tablet devices. Along with the development of mobile, all information can be obtained from mobile and transactions can be done on mobile. With the state of the system that is integrated and updated in real time, both content, images, animation, video and sound will make it easier to promote products digitally. On the other hand, this will be able to pamper consumers to find the desired products and this will also reduce the operational burden borne by the company (Lestari & Saifuddin, 2020).

CONCLUSION

Differentiate the research that has been done. So it can be concluded that the Web-based User Center Design application was successfully executed. This Web-based User Center Design is used to make it easier for customers to shop, transact, consult with business actors, make it easier for customers to see products in detail, and make it easier for customers to place orders without having to come to the location. For further research, this Web-based User Center Design application can be developed and improved by adding graphs to be able to find out the level of product orders per month, create visitor statistics and the development of chat facilities can send files from images.

Changes in promotional strategies that used to be conventional into digital marketing promotions carried out by business owners from the middle up, to the middle to lower. In this case, in addition to providing benefits for consumers, it also provides benefits for entrepreneurs. These benefits include practicality in doing marketing, reducing the operational burden of entrepreneurs, especially the budgeted burden for the promotion process that should be, responding more quickly to consumers both in everything related to consumers (Arifin, 2017).

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