



Application of Information Systems in Web-Based Bucket Sales

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Abstract. The purpose of this research is to see what is the important role of an information system on web-based bucket sales, which can benefit because it will be known by many people. That way the sales of buckets are getting more fans. We use qualitative methods to facilitate the process of analysing objects. The results of this study are that this system can facilitate sellers in marketing buckets so that sales can increase. The process of implementing an information system in selling buckets can be applied by creating a website. So, it can be concluded that information systems have an effect on website-based bucket sales, making it easier to order for buyers.

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1. Introduction

In this very sophisticated era, it allows everything to be done easily and quickly. One of them is website-based bucket sales. Nowadays, shopping does not have to be face-to-face between the seller and the buyer. There are already modern ideas or alternatives for shopping or transacting, namely with an online shop or website.

The pandemic has destroyed many aspects of daily life where governments around the world need to put their people under prolonged lockdown. Business actors must go through the implementation of steps for business continuity. The emergence of the COVID-19 pandemic has an impact on individuals, families, micro and macro companies, as well as the economies of countries in the world [1]. The Indonesian government is trying to solve the problem by issuing several policies, especially in the economic sector so that the COVID-19

pandemic does not cause a long-term economic recession. Large, medium and small companies can resist taking some concrete steps to keep their products marketable. Currently, E-Commerce is one of the technologies that is growing rapidly in the field of buying and selling goods and services through electronic networks such as the internet [1]. Currently, the trend of giving gifts to young people or giving gifts in the form of a bouquet of flowers has become commonplace. But sometimes the gift of a bouquet of flowers will wither and become trash. Snack bouquets, veil bouquets, and fake flower bouquets are an alternative to flower bouquet gifts, besides being more affordable they can also be eaten, used and displayed. making it more useful.[1] and fake flower bouquets are an alternative to flower bouquet gifts, besides being more affordable they can also be eaten, used and displayed. making it more useful.[1] and fake flower bouquets are an alternative to flower bouquet gifts, besides being more affordable they can also be eaten, used and displayed. making it more useful.[1]

The increasingly rapid and competitive development of the business world requires companies or actors to have very high competitiveness in order to continue to exist and especially during a pandemic like the current business actors and companies must be able to deal with it. Many factors can influence one of them, namely facing current competitiveness because there are already many business actors.[2]

Shopping using the website is a practical way for sellers to sell merchandise to buyers. Enough with a smartphone and an internet network, this online shop business can run. Simply by selecting, ordering, transferring money, and writing your home address to the online shop owner, the desired item will be sent immediately via delivery services such as the Post Office, J&T, JNE, and others.

This web-based bucket sales activity is the core activity of the transaction process, therefore sales activities consist of a series of activities such as processing incoming orders, packaging and shipping [3]. In this section, some of the results of previous studies related to this research are described:

The problem and this research is how to apply customer needs in obtaining information that is seen as more effective and more efficient. The purpose of this study is to implement several alternative promotions in order to be able to compete with other malls. This research concludes that this website can help increase the marketing of Puri Indah Mall and reduce operational costs in promoting Puri Indah Mall [4].

Based on the formulation of the problem, in this study the conclusions are as follows:

1. To find out the sales system procedures that are currently running on this Web-Based sales bucket.
2. To produce a web-based sales information system design.
3. To implement a web-based sales information system in accordance with the design

2. Method

The research method used in this study is descriptive analysis, where we use qualitative methods to facilitate the process of analyzing the objects used to convey in the planning of this system we will use the website in the application of sales [5-8]. In this method we will make observations and collect some related information in the previous marketing process as a reference in meeting the shortcomings, therefore our hope in research is in accordance with the facts on the ground and this is able to help in solving problems and lightening the burden [9-11].

3. Results and Discussion

This business is an example of a business venture carried out by young people today, because many people give this gift or bucket as a gift given to a college student who graduated from various universities that held it, besides that it was also addressed to loved ones or as a token of appreciation. thank someone. Business competition, especially in the sale of bucket products, has recently developed quite rapidly, both before the pandemic and during the pandemic. For this reason, development is carried out by utilizing e-commerce media that adopts information features, as well as events aimed at increasing bucket sales and expanding marketing reach amidst the situation of the spread of the covid-19 virus.

Many processes have been passed, both from the materials and tools used, the promotion process, as well as the benefits that must be obtained whether reaching the target or even losses from the results of an inappropriate strategy. With the development of the creativity of young millennial businessmen today, business actors must really pay more attention to a SWOT analysis in order to find out a threat, weakness, opportunity, and strength. As time goes by, this snack bucket continues to update ideas, creativity, innovation where at first it was only a snack bucket but also made doll buckets, money, cigarettes and so on according to consumer demand, in order to be able to maintain this business especially during the covid-19 pandemic as it is today so that it can compete with competitors who continue to increase excellence in each beautiful bucket gift in attracting its customers.[2] The implementation of the website can be seen in the image below:



Figure 1. Bucket Sales Home Page

Homepage is a menu form that is on the start page or home page of the website, where on this page displays the entire menu. Search menu to find the desired product. The menu for selecting the desired bucket model includes birthday, graduation, and wedding bucket models.

After that there is a basket menu to store various products to be purchased. This shopping cart stores the products placed there during the period of time the user uses the website. A product page on the web is a view of available products displayed to Buyers that provides information and other bucket options available on the Website Page.

After selecting the product, on this page you can add or subtract the number of orders that you want. This delete menu is to delete orders that have not been purchased. The total order menu is to find out the price of a bucket and will be inputted by the system. After that there is a continue menu and you will carry out the process of filling in personal data and proceed with the payment process.

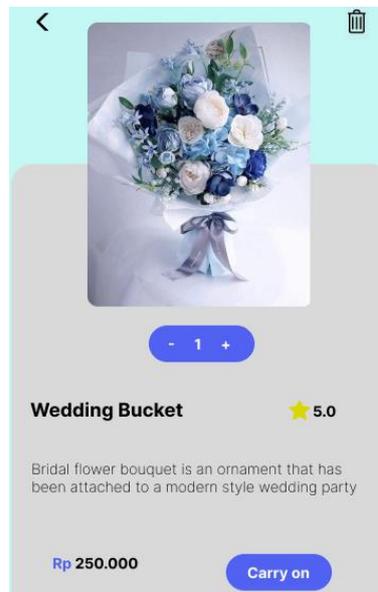
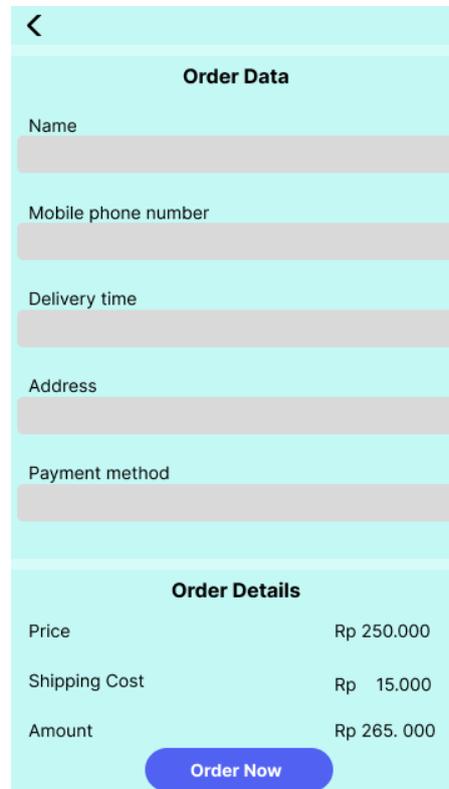


Figure 2. Bucket select page

On this page the customer is required to fill in personal data as stated above, namely name, active phone number, bucket delivery time, customer address, and bucket payment method. the section where if the customer has finished determining the choice of a bouquet that is included in the cart (basket), this page contains the input of customer data needed for delivery. Next will appear the total amount of payment will be listed on the website. Then the order is complete and ready to ship.

This website is one of the online marketing strategies to sell bucket products through internet media based on information technology. This application can help customers, so they don't need to come to a market or bucket shop to buy the bucket they want, but customers can directly order through the website. This business opportunity will expand orders such as in a university environment, can grow rapidly and not only flower buckets and snack buckets can be disrupted, but also other things according to prospective customers' requests, and get the desired profit.



Order Data	
Name	<input type="text"/>
Mobile phone number	<input type="text"/>
Delivery time	<input type="text"/>
Address	<input type="text"/>
Payment method	<input type="text"/>

Order Details	
Price	Rp 250.000
Shipping Cost	Rp 15.000
Amount	Rp 265.000

Figure 3. Order details page

4. Conclusion

It can be concluded that with this e-commerce site, bucket sales can carry out promotional activities as a medium for transmitting information through the use of search engine and website optimization functions. This can expand the market reach for customers, especially outside the Bandung area. With the availability of this online sales website, bucket owners can find out sales methods, so that bucket sales can be more effective and efficient through the use of e-commerce websites, allowing customers to make purchases anywhere and anytime, so as to increase the volume of transactions obtained by customers. bucket sales. In the process of utilizing this information system to introduce that science and technology will continue to develop so that bucket sellers need to update the sales process so that they can know more about broad market information. By doing this analysis we can find out what things can affect each profit and loss as well as what steps must be applied so that this business can run well. So that they can compete with their creative abilities to create very beautiful and beautiful products that can attract the hearts of customers so they choose to buy snackdf buckets for the business that we analyze, and are growing rapidly in the many competitors of this same business. To obtain satisfactory results in business, it will not be separated from which marketing strategy, if the aspects in the marketing strategy have been met properly it will produce a business that is in line with expectations. Because these concepts should not be ignored if you want to get big profits and want to develop a managed business. However, if there are still shortcomings in business management, we need to evaluate what concepts we ignore or don't even use [2]. In doing business, you should be able to face threats from competitors to marketing or sales. Especially at the time of the current pandemic, it is necessary

to have a defense of strength in carrying out the business being carried out. The need for new innovations in creating new things that make potential buyers glance at the snackdf bucket in this business, Then with innovation, The idea and creativity of this business is able to compete with others because it can create new forms of creation that are not only the same in shape [2]. Therefore, the importance of a good and appropriate marketing strategy, where there are many things that must be prepared with a mature strategy for the sustainability, development and advancement of this business even at this time.

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