



## Website Based Draft Application

**Yudistira Soegoto<sup>1\*)</sup>, D Soeikromo<sup>2)</sup>, H S Rohman<sup>1)</sup>, F A Setiadi<sup>1)</sup>,  
L Pambudi<sup>1)</sup>**

<sup>1)</sup>Departemen Sistem Informasi, Universitas Komputer Indonesia, Indonesia

<sup>2)</sup>Departemen Ilmu Hukum, FH. Universitas Sam Ratulangi Manado

Email: \*yudistira@email.unikom.ac.id

**Abstract.** The development of product sales through the internet has spread in Indonesia, even well known. There are many conveniences in shopping such as various types of products and services offered. The website application designed is expected to help the business of food products in promoting its business. With the increasing use of smartphones, it can facilitate ordering food products through the website. This research used a quantitative method where data collection was taken from the study and took some internet references. This design uses a case diagram, and the programming language used PHP with Laravel framework and MySQL as a database. The design of this application creation will discuss several parts in the application, including the login view, the appearance of the main page of the application, the appearance of the order form, the payment view, and the appearance of feedback. Therefore, this analysis is expected to produce an online buying and selling website with various features that can help sell food products

**Keywords:** Website Application, Draft Application, Online Buying and Selling.

### 1. Introduction

Consumers are increasingly using online services. Electronic payments are becoming more reliable, and the range of suppliers and the size of their shipments are growing network. Today in the information technology era, sales and marketing systems must adjust to it. The existence of high-speed information technology can be used for business development purposes [1]. One of the opportunities that can be used is to promote and market consumer goods, industrial goods, and services through online marketing. Online to offline (O2O) is a form of e-commerce where consumers are interested in a product or online services and are encouraged to complete transactions in offline arrangements. O2O trading area rapidly growing is the use of online food ordering and delivery platforms [2]. Internet marketing is modern marketing using advanced information technologies. The internet as a marketing communications channel is part of the so-called "new media". In addition to the World Wide Web, digital television, cellular telephony, and others are also included [3]. In internet marketing, the brand can use

as an aggressive marketing tool to retain existing customers as well as to attract new customers [4]. Based on the above advantages, we designed a web-based food ordering application. The restaurant that we made the object of is a food product. Another goal for us is to make the web application as a marketing medium for the food product. In addition, the restaurant also has limited space so that it only accommodates a few customers. With this application, it is hoped that customers can order food and enjoy it at home or somewhere other than the restaurant.

There are more than 4 billion people as internet users in this world. Asian is the most significant internet user globally, with a total of 2,300,469,859 users of June 2019 or half of the internet user population in this world come from Asia [5]. Currently, buying and selling activities have become a common activity in the community [6]. Since a long time ago, buying and selling activities have become one of the most widely used jobs, both in the middle and large businesses. The word buying and selling consist of two syllables, namely "Buy" and "Sell". Buying and selling is an activity to exchange goods for other goods in a certain manner [7]. Included in this are services and also the use of a medium of exchange such as money. The sale and purchase itself is the exchange of goods for money.

Nowadays, transaction technology is growing rapidly. For example, is buying and selling online. There were no definite records of when formal business activities began. The clear provision in society is that buying and selling have developed from a traditional to a modern. Buying and selling is considered to occur between the two sides parties immediately after these people agree on the item and its price, although the material has not been delivered, nor has the price been paid [8,9].

From the above explanation, it can be concluded that online buying and selling can be done through electronic media, so the seller or buyer is not required to meet in person because the buyer explains the product or service through online media. The buyer is required to pay first before receiving the goods or services ordered. There is also a cash-on-delivery payment system where buyers and sellers meet in person and pay in person. The process of marketing a product or service is usually done online. There are several ways to buy and sell online, one of which is through the application. Ordering food through web-based applications is one example of a technological breakthrough in the food industry. We can order food through the website without having to come to the place directly. Many online food ordering applications have developed, and various issues have occurred, but there has not been much research on the topic. Previous research was dominated by research related to intention/customer satisfaction in social media / mobile applications in general [10,11]. This research is aimed at developing an efficient food ordering system.

This research aims to provide convenience for restaurant employees and provide convenience for consumers who want to buy food. This system can provide consumers experience, especially when enjoying the food ordered without having to come to the restaurant. Employees only need to supervise the application, and if there is an order, the employee will make the food order and then send it to the customer's address. The method used in this research was a qualitative method, where we collect data via references from the internet.

## 2. Method

The system design used a quantitative data method. Quantitative research methods are concerned with collecting and analyzing data that is structured and can be represented numerically. One of the central goals is to build accurate and reliable statistical analysis measurements, with several stages, including observation, analysis, and design stages [12]. At

the observation stage, we conduct observation and recording on objects considered important to help the analysis stage. At the analysis stage, the observation data has been collected and processed to produce conclusions in decision-making. The design stage is done by a quantitative method that compares the available data to produce an overview or plan to solve the problem or achieve a goal.

### 3. Results and Discussion

Use case diagram also includes in this study. Use cases are popular means to specify functional requirements in terms of application logic. A typical way to represent this logic is through scenarios expressed using textual or graphical notations. Use case scenarios can be generalized to offer abstract use cases – use case logic patterns. Such patterns capture recurring logic of user-system interactions independent of the particular problem domain [13]. According to Essebaa et al. (2018), the use case diagram is such a bridge that covers the gap between the system's simple user and the software designer; it also gives a general view of the system [14].

Figure 1 shows the business process. The customer fills in the order form containing a personal photo with an ID card, personal data, number of purchases, shipping address, delivery date, and drop-down menu.

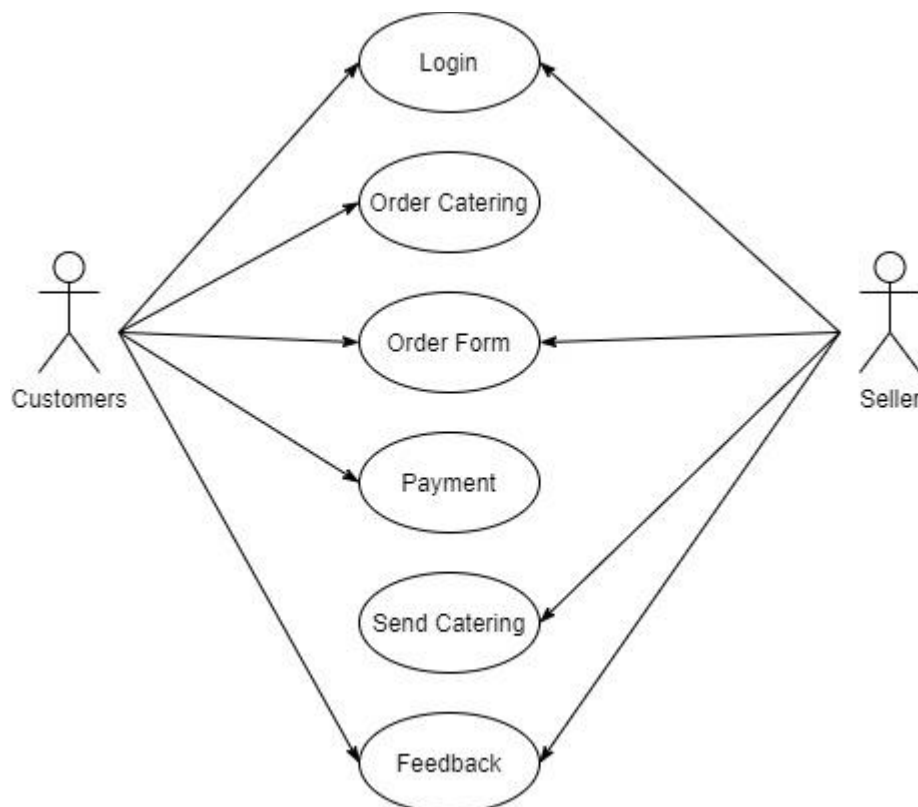


Figure 1. Use Case

Analysts are conducted by comparing offline sales income with online sales. Table 1 explains the revenue comparison between online and offline sales during December 2020.

From the results of the analysis, it concluded that online sales could be more generating than offline sales. Therefore, this study made a draft of an online sales application to attract

prospective buyers' attention. In figure 2 explains the login page of the application. On that page, there is a column for email, phone number, and password. When all the columns are already filled in, click ok to get to the application's main page.

Figure 2. Login Interface

Figure 3 describes the interface design of the application's main page; there are also address and agency logos. Food reservations are made on this page.

Figure 3. Main Page Interface

Figure 4 shows the order form. This display is performed after clicking the message button. On the form display, there is booking data containing the name, address, date of booker, and payment method.

The interface is divided into several sections:

- Logo:** A circular placeholder for the restaurant's logo.
- Restaurant Name:** A text input field.
- Restaurant Address:** A text input field.
- Function:** A sidebar menu with buttons for "Food Menu", "ORDER", and "Logout". Under "Food Menu", there are sub-options for "> Chicken Variant" and "> Duck Variant".
- Order Form:**
  - Select Package:** Two buttons for "Chicken Variant" and "Duck Variant", each with a small image placeholder below it.
  - Customer Data:** Input fields for "Name", "Address", "Date", and "Add Description".
  - Upload your ID card:** An "Image" placeholder.
  - Payment Method:**
    - BANK:** A dropdown menu with "Mandiri" and "BCA" options.
    - Virtual Account:** A dropdown menu with "OVO", "GOPAY", and "DANA" options.
    - COD:** A button for Cash on Delivery.
    - ORDER:** A large black button to complete the order.

Figure 4. Booking Form Interface

Figure 5 shows the booking invoice that has been ordered. There are booking details and the total to be paid. There is also delivery cost where it is calculated from the restaurant's distance to the address of the consumer. The farther the distance between the customer and the restaurant, the delivery cost is more expensive because the distance is calculated per kilometer.

**PAYMENT SUCCESSFUL**

The order is being processed and will be delivered to your address, please wait

Order Details:

- 2 packages duck variants (2 x Rp. 40,000)	Rp.80.000
- 1 package chicken variants (1 x 25,000)	Rp.25.000
- Delivery fee	Rp.9.000
<b>TOTAL</b>	<b>Rp. 114.000</b>

LOGO

Figure 5. Payment Interface

After the order is received and confirmed by the customer, it will be displayed in Figure 6. Buyers can also provide feedback in ratings and can provide criticism and suggestions on this page.

Figure 6. Feedback Interface

#### 4. Conclusion

This research concludes that the food product business can get more orders through online media because online media is only limited to SMS and WhatsApp. We took the initiative to create a web-based application for ordering food. Technological advances are increasing rapidly, so that we believe that this system can help both parties, namely the restaurant employees and restaurant consumers. Through this web-based food ordering application, business owners in the food sector also need to implement their business strategy. It must be done to increase product demand, attractiveness, and consumer satisfaction.

#### Acknowledgement

The authors would like to thank the Rector of Universitas Komputer Indonesia, Prof. Dr. Ir. Eddy to support this research.

#### References

- [1] Soegoto, D. S., Soegoto, A. S., & Rafdhi, A. A. 2020. Measuring and Improving Online Transactions in Product Sales Businesses by Online In The Modern Era. *Journal of Critical Reviews*, 7(13), pp. 662-666.
- [2] Kayumovich, K. O., & Annamuradovna, F. S. 2020. The main convenience of internet marketing from traditional marketing. *Academy*, 1(52).
- [3] Li, C., Miroso, M., & Bremer, P. 2020. Review of Online Food Delivery Platforms and their Impacts on Sustainability. *Sustainability*, 12(14), p. 5528.



- [4] Soegoto, A. S., & Karamoy, H. 2020. Competitive Strategy Analysis to Increase Consumer Purchasing Decisions on Minimarket Business. *ETIKONOMI*, **19**(1), pp. 119-130.
- [5] Internet World Stats, "World Internet Users Statistics and 2019 World Population Stats," 2019. [Online]. Available: <https://www.internetworldstats.com/stats.htm>. [Accessed: 24-Dec-2019].
- [6] Komala, A.R., Pakaya, H.O., Ilhamdhani, I., Fauziya, N.R. 2021. Design of Web-Based Promotion. *International Journal of Entrepreneurship & Technopreneur*, **1**(1), pp.17-24.
- [7] Handayani, T., Widianingsih, I., Julianti, S., Pebriani, D.N. 2021. Web-Based Micro Small and Medium Enterprises Product Brand Development. *International Journal of Entrepreneurship & Technopreneur*, **1**(1), pp.11-16.
- [8] Hidayat, Enang. 2015. Book of Fiqih Jual Beli. (Lector of Sharia and Legal Sciences, Nahdlatul Ulama Islamic College of Science) Bandung: PT. Remaja Rosdakarya.
- [9] Siregar, P. A. S. 2019. Keabsahan Akad Jual Beli Melalui Internet Ditinjau dari Hukum Islam. *EduTech: Jurnal Ilmu Pendidikan dan Ilmu Sosial*, **5**(1).
- [10] Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. 2018. Advances in social media research: Past, present and future. *Information Systems Frontiers*, **20**(3), pp. 531-558.
- [11] Leong, W. H. 2016. Food Ordering System Using Mobile Phone (Doctoral dissertation, University of Tunku Abdul Rahman).
- [12] Goertzen, M. J. 2017. Introduction to quantitative research and data. *Library Technology Reports*, **53**(4), pp. 12-18.
- [13] Ambroziewicz, A., & Śmiałek, M. 2018. Applying use case logic patterns in practice: lessons learnt. In *KKIO Software Engineering Conference* (pp. 34-49). Springer, Cham.
- [14] Essebaa, I., & Chantit, S. 2018. Tool Support to Automate Transformations from SBVR to UML Use Case Diagram. In *ENASE* (pp. 525-532).