

Online Platform Application Design for Local Product

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Abstract. Web technology development is growing rapidly because all technology's core is to make it easier for other people to create a web or find any information via the web. This study aims to design an online application/website specifically for local products that focus on fashion, especially those that have not been touched by online media at all, such as in Pasar Baru and Pasar Andir, located in the city of Bandung. This research used descriptive with a qualitative approach. This study indicates that a website can be used as a promotional medium for local clothing stores to expand marketing reach. Besides that, it can also improve the image of the local clothing company. More than that, of course, visitors can find out the latest types of branded clothing products and make sales transactions with consumers without visiting the store in person. With this website, of course, it will make it easier for customers to make purchase transactions at local brand clothing stores that are not widely known.

1. Introduction

The fashion industry is an industry that is always in demand by the public because it is a basic need [1]. Although it is a basic necessity and is highly sought after, the fashion industry has many competitors, so that there is a need for branding in many media [2]. Sales is a function of marketing that is very important and decisive for the company to achieve its goals, namely making a profit for the company's survival [3].

The local fashion industry is growing, such as selling clothing for women, men, children, and other fashion types. The fashion industry, in particular, sells clothes that have export quality [4]. The sales mechanism in various local clothing stores is that consumers come directly to the shop and choose the clothes to buy. Promotions carried out by local shops are still lacking, so many consumers do not know that many local clothing stores sell various kinds of branded clothing with export quality, especially at Pasar Baru and Pasar Andir, which are located in Bandung.

Website is a facility in the internet world as a link for a document in electronic form within a scope that covers a small scope or long-distance coverage covering a wide coverage [5]. Documents contained on a website are called web pages, while the links contained in the content on a website allow users to be able to move from one page to another (hypertext) so

that it makes users easier to browse the website, both between pages stored on an existing server [6,7]. Pages on the website can be accessed and read through browsers such as Netscape Navigator, Internet Explorer, Mozilla Firefox, Google Chrome, and other browser applications. In creating a website, the creator must have software that will later be used to create a couplet program and run it on a local server [8].

To maintain a competitive advantage and increase revenue in communications, we must plan to meet customer needs in the business world and ensure innovative technology strategies are implemented [9-11]. Based on identifying the problems described above, a domestic clothing store sales website is needed to develop promotions so that many people can reach them. Besides, effective strategies are used by fashion business people to implement online marketing to increase sales of their derivative products, which aim to increase the sales figure of an item being offered. This study used a descriptive method with a qualitative approach. The purpose of this research is to build a sales website for a local clothing store to develop a sales business, especially in the sales process, and to make it easier for consumers to get the latest product information and make transactions without having to visit the store.

2. Method

This research is a descriptive study using a qualitative approach. This research is called descriptive research because it aims to study and describe the buying process characteristics at a local clothing store and translate it into a website-based online form. Descriptive research is a study conducted to explain and describe the characteristics (research variables) in a situation [12]. Qualitative research was designed to tell researchers how (process) and why (meaning), aiming at achieving an in-depth understanding of a situation [13].

3. Results and Discussion

In creating a retail website, three users will interact with each other, namely, visitors, customers, and admins. The actors will have their needs. The following are the needs of each actor:

1. Visitors

Visitors can register as new customers, view the products offered, view detailed information on each product on the website.

2. Customers

Customers can perform several activities on the website, such as logging in on the visitor page, browsing the products offered, accessing detailed information about each product, and making product purchases. The difference between visitors and customers is that visitors do not have an account on the website, so they need to register first to be customers.

3. Admin

Different from the other two actors, the admin has many activities that can be done on the website. Admin can log in on the admin login page, add, edit, and delete products sold on the website, add new admins, or view admin data. Admin can also see customers, see details every time there is a new order report, send customer orders if customers have made payments, deleted orders in 2 x 24 hours if not paid, view order delivery reports, view detailed sales reports, edit, block and delete admin data, visited the website, and admins can leave the admin page.

The admin must enter a username and password to manage product data and sales data on the login page. Login Interface is shown in Figure 1.

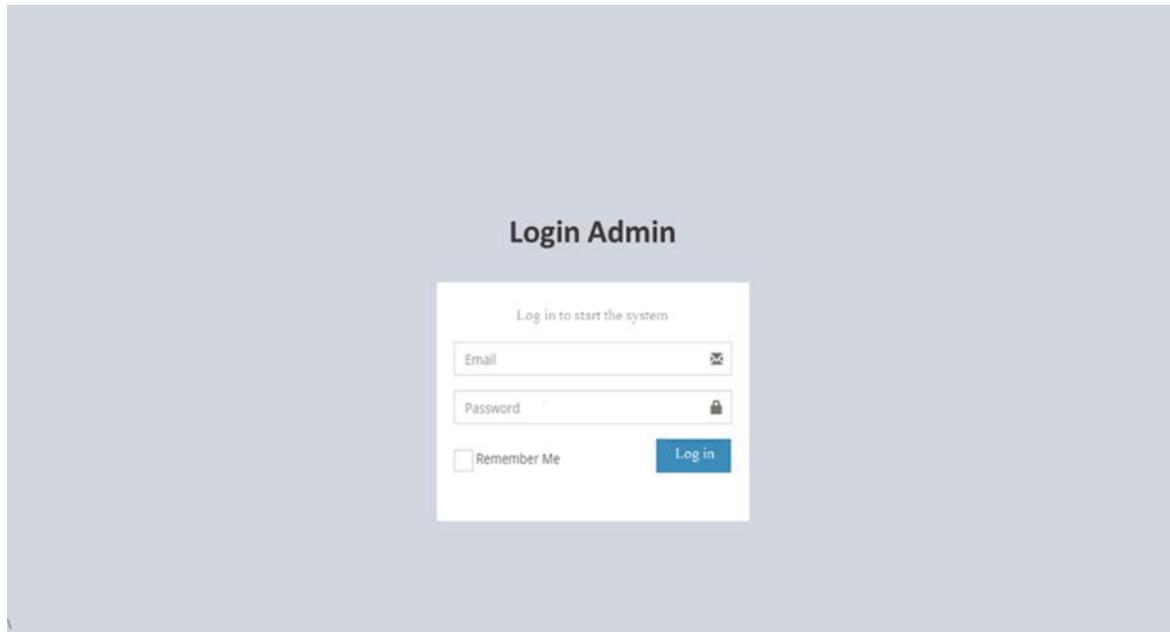


Figure 1. Login interface design.

After successfully logging in, the admin will go to the main page. Figure 2 shows the main admin interface page design. Here the admin can access several pages, namely:

1. New Orders Page

On the New Orders page, admins can view orders that customers have ordered on the web page. The specifications that the admin can see are the type of clothing, the size, and the number of clothes. Besides, the admin can confirm the order so that the order can immediately go into delivery.

2. Shipment Page

This page is a page that displays orders that have been paid by the customer and have been confirmed by the admin on the New Orders page to be sent to the customer's address. After the admin has approved, the order will be sent to the customer-selected expedition that has been inputted by the customer when ordering clothes. On the Shipment page, the admin can also add an expedition that the customer can choose to purchase. The admin can also input the shipping costs for each expedition to various regions by looking at the zip code.

3. Selling Page

On the Selling page, the admin can see the products that have been sold, the number of products purchased by customers, and the size of the products ordered.

4. Product Page

With the Selling Page, the admin can edit the number of products remaining on the website on this Product page. Admin can add the number of products and new products on this page if they want to add a product, product price, product name, product id, product stock, and product size.

5. Category Page

On the Category page, admins can edit existing product categories. Also, the admin can add product categories. Specifications if the user wants to add specifications are the category id and the clothing category added.

6. City Page

On the City page, the admin can see the city where the customer ordered the clothes. Also, the admin can add shipping costs on this page. To add a new city by adding a specific city id, postage, and city name.

7. User Page

On the User page, the admin can view and edit customer data, including orders if the ordered clothes have sold out. Also, admins can edit admin data on this page. Admin data that can be changed include admin username and admin password. Admin data is only in the form of a username and password.

8. Add Admin Page

On the Add Admin page, admins can add new admins to manage orders and other web operations. If the admin wants to add a new admin, the admin can register a new username and password.

9. Admin Group Page

On this page, admins can see registered admins. On this page is a collection of admin usernames and passwords.

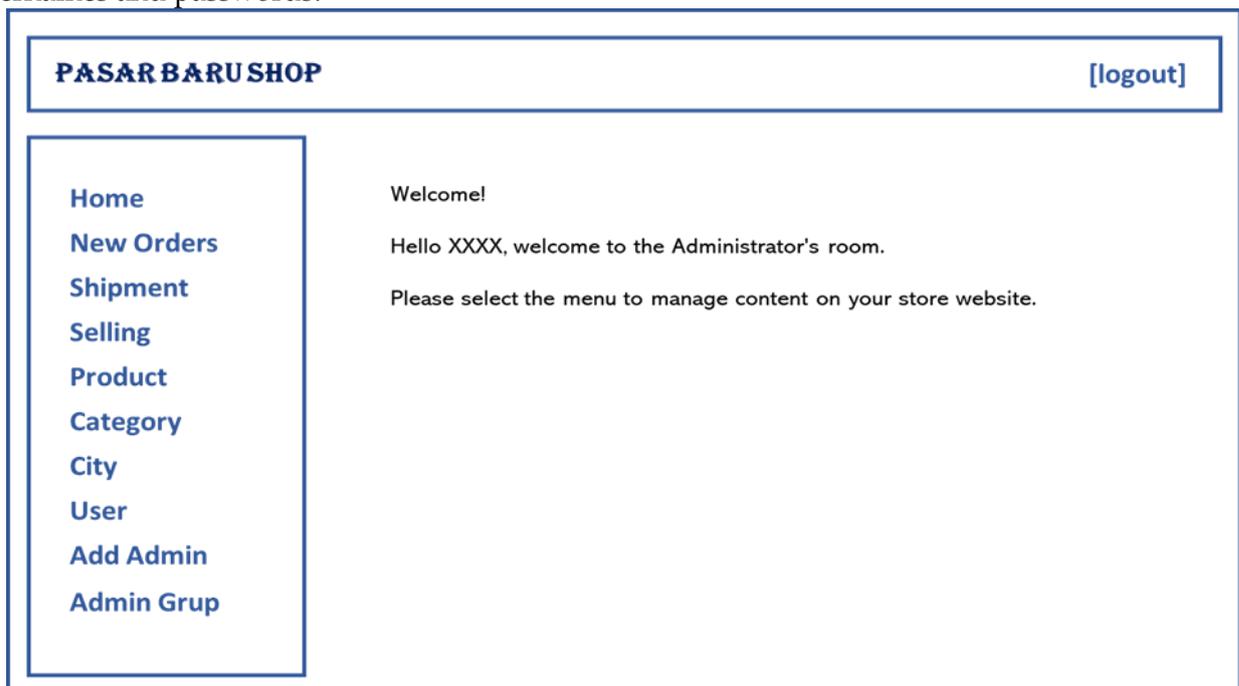


Figure 2. Admin interface main page design.

Figure 3 illustrates the flow of customers and visitors in accessing the website. In the visitor's section, it will start with a registration form. On this page, visitors can browse the products on display on the shop website. Customers can also register on the Registration Page. The data that visitors need to input to register includes the customer's name, username, email, gender, telephone number, and password. After registering, visitors will become customers.

After becoming a customer, visitors will enter the Main Page of Visitors. Here is a collection of clothes that are sold and can be purchased directly by customers. By choosing one of the clothes, the clothes will go directly to the shopping basket.

After finishing choosing clothes on the Main Page of Visitors, customers will enter the Shopping Chart page. On this page, the clothes that the customer has selected will be collected and added up. When finished shopping, the customer will go directly to the Shipping Address Page.

On the Shipping Address Page, customers must enter the destination address with data specifications such as zip code, full address, telephone number, email, city, and recipient name. If all data has been filled in, the customer will enter the Payment, Confirmation Page.

Payment Confirmation Page, customers can choose which platform to pay the bill using. After that, the system will provide a payment code according to the selected platform and the amount. After finishing paying, the admin will take care of the following steps until the order is sent and reaches the customer.

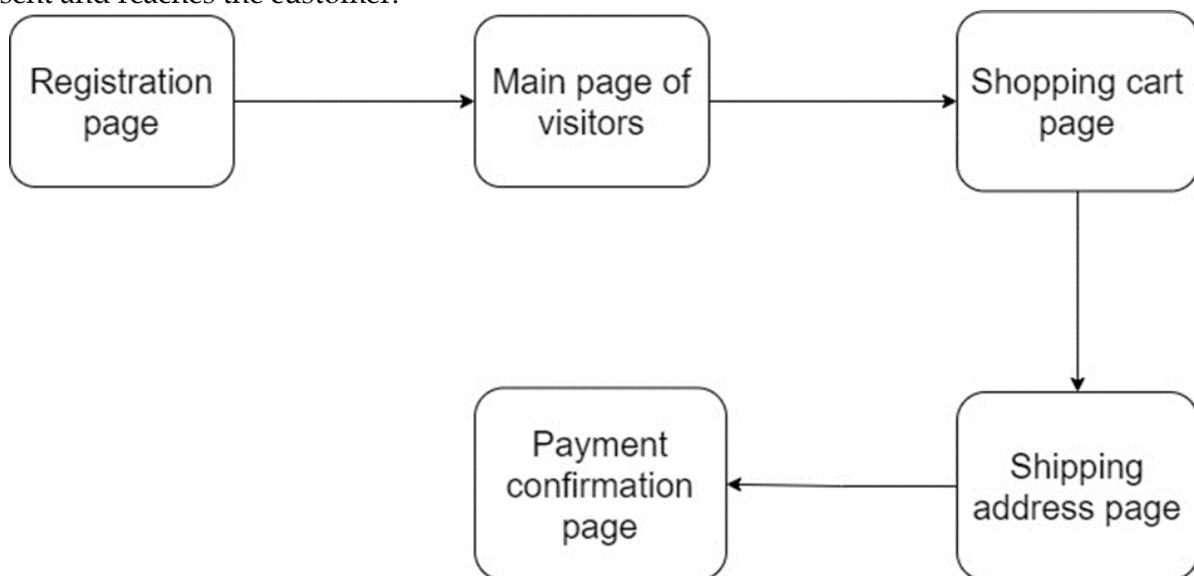


Figure 3. The flow of customers and visitors in accessing the website.

4. Conclusion

This website can be used as a promotional medium for local clothing stores to expand marketing reach. Besides that, it can also improve the image of the local clothing company. Besides, visitors can find out the latest types of branded clothing products and make sales transactions with consumers without visiting the store in person. This website will make customers easier in making purchase transactions at local brand clothing stores that are not widely known.

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